



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

E-business Marketing

### Course

Field of study

Engineering Management

Area of study (specialization)

Year/Semester

1/2

Profile of study

Level of study

Second-cycle studies

Course offered in

Form of study

full-time

Requirements

### Number of hours

Lecture

15

Laboratory classes

Other (e.g. online)

Tutorials

15

Projects/seminars

### Number of credit points

4

### Lecturers

Responsible for the course/lecturer:

Ph.D., Eng. Marek Goliński

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Phone: 616653403

Wydział Inżynierii Zarządzania

2 J. Rychlewskiego Str., 60-965 Poznań

Responsible for the course/lecturer:

Ph.D., Eng. Magdalena Graczyk-Kucharska

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### Prerequisites

The student has basic information on marketing methods and tools, marketing research and internet applications.

### Course objective

Acquiring knowledge about marketing methods of running a business, the model of which is based on ICT solutions, in particular Internet applications. Acquiring the ability to use tools supporting the development of business activity from the exchange of information between market entities (producers, distributors and recipients of products) to on-line transactions.



### Course-related learning outcomes

#### Knowledge

1. Has in-depth knowledge of legal norms, their sources, changes and ways of influencing organizations, with particular emphasis on commercial law in the context of building and maintaining relationships with cooperating entities. P7S\_WG\_01.
2. Knows in-depth methods of obtaining data on the behavior of market participants. P7S\_WG\_07
3. Has expanded knowledge about the role of man in shaping organizational culture and ethics in managing and maintaining relationships with clients. P7S\_WG\_09
4. Has in-depth knowledge of ethical standards, their sources, nature, changes and ways of influencing organizations in the context of building and maintaining relationships with clients. P7S\_WK\_01

#### Skills

- 1 Has the ability to use the acquired knowledge in various areas and forms, extended by a critical analysis of the effectiveness and usefulness of applied knowledge in the context of customer relationships. P7S\_UW\_03
2. Has the ability to independently propose solutions to the management problem related to building and maintaining relationships with clients and to carry out the procedure to make decisions in this regard. P7S\_UW\_04
3. Is able to properly analyze the causes and course of social processes and phenomena (cultural, political, legal, economic) for the needs of building and maintaining relationships with clients, formulate their own opinions on this subject and formulate simple research hypotheses and verify them. P7S\_UW\_07
4. Efficiently uses normative systems, norms and rules (legal, professional, ethical) or is able to use them to solve problems related to building and maintaining relationships with clients, has extended skills in relation to the selected category of social bonds or the selected type of norms . P7S\_UW\_08
5. Is able to bear responsibility for own work and jointly implemented tasks, as well as manage team work. P7S\_UO\_01

#### Social competences

- 1 Has the ability to use the acquired knowledge in various areas and forms, extended by a critical analysis of the effectiveness and usefulness of applied knowledge in the context of customer relationships. P7S\_UW\_03
2. Has the ability to independently propose solutions to the management problem related to building and maintaining relationships with clients and to carry out the procedure to make decisions in this regard. P7S\_UW\_04
3. Is able to properly analyze the causes and course of social processes and phenomena (cultural, political, legal, economic) for the needs of building and maintaining relationships with clients, formulate



their own opinions on this subject and formulate simple research hypotheses and verify them.

P7S\_UW\_07

4. Efficiently uses normative systems, norms and rules (legal, professional, ethical) or is able to use them to solve problems related to building and maintaining relationships with clients, has extended skills in relation to the selected category of social bonds or the selected type of norms . P7S\_UW\_08

5. Is able to bear responsibility for own work and jointly implemented tasks, as well as manage team work. P7S\_UO\_01

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment:

- in the scope of tutorials: on the basis of reports (self-made tasks), progress in teamwork on tasks assigned in the group
- in the scope of lectures: based on oral and written answers to questions covering issues discussed in the current and already held lectures.

Summative rating:

- in the field of tutorials: an assessment resulting from partial grades for activities during classes, a test to check knowledge,
- in the scope of lecture classes: colloquium in the form of a written work - based on descriptive answers to open questions - credit on the basis of a minimum of 51% of points available.

### Programme content

- The essence and importance of e-marketing in developing business
- Marketing methods and tools in running a business
- The product and its structure in -e-business
- Analyze the behavior of buyers in the Internet space
- Marketing research in e-business
- Analysis of marketing strategies on the internet
- Available platforms and applications used to run e-business
- Branding on the Internet
- Social communication for the business need
- Promotion on the Internet



- Internet of things

- Prospects for the development of network technologies and their impact on marketing practice and theory

### Teaching methods

Lecture classes are conducted in the form of multimedia presentations confirmed by examples.

Classes are conducted using the case method, based on solving practical examples (tasks). During the exercises, a round table discussion takes place. Preparation for classes requires student's independent work, including work with a book.

Project classes are conducted on the basis of case studies (case studies) with the use of scoring (graded) discussion; students work (carry out tasks) in predetermined groups. Project classes require independent (in consultation with the teacher) solution to a given problem (risk assessment at a selected workplace).

### Bibliography

#### Basic

Chaffey D., Digital Business i E-Commerce Management, Strategia, Realizacja, Praktyka, Wyd. PWN, Warszawa, 2020

Mazurek G., E-marketing strategia planowanie praktyka, Wyd. Poltext, 2018

Funkcjonowanie e-biznesu, zasoby, procesy, technologie pod redakcją Marii Czajkowskiej i Macieja Malarskiego. Wydawnictwo Uniwersytetu Łódzkiego, 2015.

Wódkowska D., E-biznes w Polsce; Uniwersytet Mikołaja Kopernika w Toruniu, Polskie Towarzystwo Ekonomiczne, 2015.

Mazurkiewicz-Pizło A., Pizło W., Marketing, Wyd. PWE, Warszawa 2017.

Michalski E., Marketing, Wydawnictwo Naukowe PWN, 2017.

#### Additional

Sznajder A., Technologie mobilne w marketingu, Wyd. Wolters Kluwer, Warszawa 2014

Falls J., Deckers E., Media społecznościowe bez ściemy. Jak kreować markę, Wydawnictwo . Helion, Gliwice 2013

Goliński M., Metody badań potrzeb informacyjnych, w: Zintegrowany system dostępu do informacji w przestrzeni miejskiej z wykorzystaniem GPS i GIS, praca pod redakcją M.Golińskiego i M. Szafrąńskiego, Wyd. Politechniki Poznańskiej, Poznań 2012



Goliński M., Methodology of research into information needs, [in] Integrated support system for access to information in urban space with use of GPS and GIS systems, edited by M. Goliński i M. Szafrąński, Wydawnictwo Politechniki Poznańskiej, Poznań 2012

### Breakdown of average student's workload

	Hours	ECTS
Total workload	80	4,0
Classes requiring direct contact with the teacher	35	2,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	45	2,0

<sup>1</sup> delete or add other activities as appropriate