



COURSE DESCRIPTION CARD - SYLLABUS

Course name

e-Marketing

Course

Field of study

Computing

Area of study (specialization)

Games and Internet Technologies

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

Polish

Requirements

elective

Number of hours

Lecture

15

Laboratory classes

30

Other (e.g. online)

Tutorials

Projects/seminars

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

dr hab. inż. Piotr Łukasiak, prof. PP

Responsible for the course/lecturer:

e-mail: Piotr.Lukasiak@put.poznan.pl

tel.: 61 665 3033

Faculty of Computing and Telecommunications

Piotrowo 2, 60-965 Poznań

Prerequisites

A student entering this course should have basic knowledge of algorithms and complexity, computer systems architecture, operating systems, network technologies, programming languages and paradigms, graphics and human-computer communication, artificial intelligence, databases, software engineering, decision support and embedded systems, Has theoretically supported detailed knowledge related to selected issues in computer science, has knowledge of development trends and the most significant new developments in computer science and in selected related scientific disciplines, knows the basic methods, techniques and tools used in solving complex engineering tasks in the selected area of computer science. He or she should have the ability to solve basic problems in the field of computer science and design of information systems, he or she should be able to use analytical, simulation and experimental methods to formulate and solve engineering tasks and simple research problems, he or



she should be able - when formulating and solving engineering tasks - to integrate knowledge from different areas of computer science (and, if necessary, knowledge from other scientific disciplines) and apply a system approach, taking into account non-technical aspects as well, He or she should also understand the necessity of expanding his or her competencies / have the readiness to cooperate as part of a team.

In addition, in terms of social competence, the student must present such attitudes as honesty, responsibility, perseverance, cognitive curiosity, creativity, personal culture, respect for other people.

Course objective

1. to provide students with basic knowledge of the application of information technology in business processes, in marketing and marketing of new products
2. to develop in students the ability to solve problems of computerization of business processes
3. to form in students a broader view of the problems that arise in managing and running their own business in terms of start-ups

Course-related learning outcomes

Knowledge

As a result of the course, the student:

1. has a structured, theoretically supported general knowledge in the field of algorithms and complexity, architecture and application of computer systems for supporting business processes, operating systems,
2. has theoretically supported detailed knowledge related to selected issues in the field of computer science, such as mobile computing, network technologies, Internet technologies
3. has knowledge of development trends and the most significant new developments in information technology and business process management systems
4. has basic knowledge of the life cycle of business process support information systems
5. knows the basic methods, techniques and tools used in solving complex engineering tasks in marketing,

Skills

1. is able to acquire information from literature, databases and other sources (in the native language and English), integrate them, interpret and critically evaluate them, draw conclusions and formulate and fully justify opinions,
2. is able to determine the directions of further learning and implement the process of self-education
3. is able to use analytical, simulation and experimental methods to formulate and solve engineering tasks and simple research problems



4. is able - when formulating and solving engineering tasks - to integrate knowledge from different areas of computer science (and, if necessary, knowledge from other scientific disciplines) and apply a system approach, also taking into account non-technical aspects (sociological, legal)
5. is able to formulate and test hypotheses related to engineering problems and simple research problems related to product market analysis
6. is able to assess the usefulness and possibility of using new developments (methods and tools) and new IT products in marketing
7. is able - using, inter alia, conceptually new methods - to solve complex IT tasks, including atypical tasks and tasks with a research component
8. is able to select the appropriate information technology depending on the complexity and characteristics of the problem
9. is able to identify risks and advantages in the introduction of new products, is able to analyze the current market situation,

Social competences

1. understands that in IT, knowledge and skills become obsolete very quickly
2. knows examples and understands the causes of malfunctioning IT systems that have led to serious financial or social losses, or to serious loss of health
3. is able to appropriately set priorities for the implementation of a task defined by himself or others

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment:

(a) for lectures:

- On the basis of answers to questions on the material discussed in previous lectures,

b) in terms of laboratories / exercises:

- on the basis of the evaluation of the current progress of the tasks,

Summative assessment:

a) in terms of lectures, verification of the established learning outcomes is realized by:

- evaluation of knowledge and skills demonstrated in a written test of a problematic nature (the student can use any teaching materials), the student must analyze the problem and choose appropriate technologies and methods

b) in the field of laboratories / exercises, verification of the established learning outcomes is realized by:



- continuous evaluation, at each class (oral answers) - bonus of incremental skills in the use of learned principles and methods,
- evaluation of the report prepared partly during the class, and partly after the class; this evaluation also includes the ability to work in a team,
- evaluation and "defense" by the student of the project report,

Earning extra points for activity during class, especially for:

- discussion of additional aspects of the issue,
- efficiency of application of the acquired knowledge when solving the assigned problem,
- ability to cooperate as part of a team practically implementing a detailed task in the laboratory,
- comments related to the improvement of teaching materials, pointing out students' perceptual difficulties that enable ongoing improvement of the didactic process.

Programme content

The lecture program includes the following topics:

understanding what marketing is and marketing strategy processes (defining marketing and its requirements), the electronic economy in marketing, the 4 P's model (Product, Price, Promotion, Place), defining the importance of environmental, ethical and social responsibility for decisions made, especially initiating marketing processes in a network environment: creating consumer relationships and value through marketing, creating marketing strategies and tactics (organizational levels, key phases: planning, application, control), marketing environment in the Internet era, ethics and social responsibility in marketing, understanding the market and the consumer, consumer behavior the importance of marketing in identifying and meeting consumer needs, marketing behavior in light of technological advances using the Internet environment as an example, e-marketing, consumer relationship management (CRM), consumer value, environmental coefficients, micro and macromarketing, market, market orientation, target market, building consumer relationships and consumer value through marketing, product added value, creating market and consumer habits, global market, SWOT analysis, market segmentation, levels of functionality, marketing plan, points of difference, strategic marketing processes, identifying marketing challenges, marketing research, from information to action, identifying market segments and target audience, creating new products and services in the light of technological advances, electronic product and brand management, managing and promoting IT services, pricing, determining the final price, management of marketing channels and overall sales, supply chain integration and logistics management, retailing, integrated marketing communications and direct marketing, advertising, promotions, public relations, direct sales and online sales management, marketing process management, interactive and multi-channel marketing, image: areas of image construction, structure of construction, goals and directions in brand management, image perception, brand strategies, consumer behavior: decision-making process, external influences, organization of consumer behavior, marketing research: types of data, 4-step approach, sales forecasts,



segmentation and marketing objectives, product-market model, product positioning and repositioning, reasons for product success or failure using IT market as an example, product implementation process, product, service and brand management, product life cycle, brand and brand management, pricing strategies; distribution channels, IMC and direct marketing, advertising strategy, creation process, media strategies, sales promotion tools and strategies, loyalty programs, direct selling, public relations, marketing process strategy, marketing strategy plan.

Laboratory classes are conducted in the form of 15-hour exercises, held in the laboratory, preceded by a 2-hour instructional session at the beginning of the semester. Exercises are carried out by teams of 1 or 2 students. The laboratory program includes the following topics:

defining the importance of environmental, ethical and social responsibility for decisions made, in particular, initiating marketing processes in a network environment: creating consumer relationships and value through marketing, creating marketing strategies and tactics (organizational levels, key phases: planning, application, control), ethics and social responsibility in marketing, understanding the market and the consumer, consumer behavior the importance of marketing in identifying and meeting consumer needs, the behavior of marketing in light of technological advances using the Internet environment as an example, e-marketing, consumer relationship management (CRM), consumer value, environmental factors, micro and macro marketing, building consumer relationships and consumer value through marketing, market segmentation, levels of functionality, marketing plan, points of difference, strategic marketing processes, identifying marketing challenges, marketing research, identifying market segments and target audience, creating new products and services in light of technological advances, electronic product and brand management, managing and promoting IT services, integrated marketing communications and direct marketing, advertising, promotions, image: Areas of image construction, structure of construction, goals and directions in brand management, image perception, brand strategies, consumer behavior: decision-making process, external influences, organization of consumer behavior, marketing research: types of data, 4-step approach, sales forecasts, segmentation and marketing objectives, product-market model, product positioning and repositioning, product life cycle, brand and brand management, pricing strategies; distribution channels, advertising strategy, creation process, media strategies, sales promotion tools and strategies, loyalty programs, marketing process strategy, marketing strategy plan.

Teaching methods

lecture: multimedia presentation, solving problem tasks, multimedia demonstration

laboratory exercises: solving tasks, practical exercises, discussion, teamwork, multimedia show, workshops, integration games, case study

Bibliography

Basic

1. R. Kerin, S. Hartley, E. Berkowitz, W. Rudelius: Marketing, 8th Edition, McGraw-Hill/Irwin, 2005.



2. Nitin Nohria, William Joyce, and Bruce Roberson, "What Really Works," Harvard Business Review, July, 2003, pp. 42-52.

Additional

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	45	1,5
Student's own work (literature studies, preparation for laboratory classes, preparation for test, completion of project and reports) ¹	5	0,5

¹ delete or add other activities as appropriate