COURSE DESCRIPTION CARD - SYLLABUS

Course name
E-business Marketing [S2IZarz1E>MwEB]

Course

Field of study
Engineering Management

Year/Semester
1/2

Area of study (specialization)
Managing Enterprise of the Future

Profile of study
general academic

Level of study
second-cycle

Course offered in
english

Form of study
full-time

Requirements
compulsory

Number of hours

Lecture
15

Laboratory classes
0

Other (e.g. online)
0

Tutorials
15

Projects/seminars
0

Number of credit points

4,00

Coordinators	Lecturers
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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:
The student describes the connections in network organizations and their impact on marketing strategies in e-business, including the analysis of buyer behavior in the online space [P7S_WG_06].
The student distinguishes between methods of obtaining data on the behavior of market participants in e-business, including marketing research and analysis of marketing strategies on the Internet [P7S_WG_07].

Skills:
The student applies theoretical foundations of marketing to analyze and interpret processes and phenomena in e-business and formulates his/her own opinions and hypotheses on the effectiveness of online marketing activities [P7S_UW_01].
The student critically evaluates the effectiveness and usefulness of various marketing tools in the digital environment [P7S_UW_03].
The student independently develops marketing strategies for e-business activities, taking into account modern online tools and platforms [P7S_UW_04].

Social competences:
The student demonstrates the ability to collaborate in interdisciplinary teams through active participation in e-business marketing projects, where he/she combines knowledge from different fields (marketing, technology, management) and presents the results of this collaboration in the form of project reports or case studies [P7S_KK_01].
The student manages marketing projects in the digital environment, making substantive contributions to the development of e-marketing strategies [P7S_KO_01].
The student plans and manages marketing initiatives in the online space, effectively using available digital tools and platforms [P7S_KO_03].

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.
Classes: Outbound and Inbound Marketing. Product, internet product, stuff marketing. Client, consumer…. persona. Promotion on the Internet, Google Ads. Google Analytics Internet Activity Research. Effectiveness of activities in the SEO network, SEM.

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.
Exercises 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. Exercises require independent (in consultation with the teacher) solution to a given problem (risk assessment at a selected workplace).

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

2. Cyfryzacja w zarządzaniu, red. Laskowska-Rutkowska. A., Wyd CeDeWu, Warszawa, 2020
3. Systemy informacyjne w przedsiębiorstwach handlowych, wspomaganie decyzji w strategicznych i operacyjnych obszarach działalności marketingowej, Rutkowski., I., Wyd PWE, Warszawa, 2021
4. Mazurek G., E-marketing strategia planowanie praktyka, Wyd. Poltext, 2018
5. Funkcjonowanie e-biznesu, zasoby, procesy, technologie pod redakcją Marii Czajkowskiej i Macieja Malarskiego. Wydawnictwo Uniwersytetu Łódzkiego, 2015
6. Wódkowska D., E-biznes w Polsce; Uniwersytet Mikołaja Kopernika w Toruniu, Polskie Towarzystwo Ekonomiczne, 2015
7. Mazurkiewicz-Pizło A., Pizło W., Marketing, Wyd. PWE, Warszawa 2017
8. Michalski E., Marketing, Wydawnictwo Naukowe PWN, 2017
9. Goliński M., Szafrański M., Graczyk M., Prussak W., Skawiński T., Technological and organizational determinants of information management in the urban space (based on scientific re-search), ACM ICUIMC 2012, February 20-22, Kuala Lumpur, Malaysia,
10. Goliński M., The use of web application Mobilne miasto [Mobile city] in the conveyance of information about urban space in the system human factor - technology, [in] Applied Human Factors and Ergonomics International, 2015, pp. 206-205, 3) Integrated support system for access to information in urban space with use of GPS and GIS systems, eds. Goliński, Szafrański, Wydawnictwo Politechniki Poznańskiej, Poznań 2012.

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., 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. Szafrański, Wydawnictwo Politechniki Poznańskiej, Poznań 2012

Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,00
Classes requiring direct contact with the teacher	30	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	70	3,00