



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Data Driven Marketing [S1DSwB1>DDM]

Course

Field of study

Data Science in Business

Year/Semester

3/6

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

15

Number of credit points

2,00

Coordinators

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Lecturers

Prerequisites

none

Course objective

none

Course-related learning outcomes

none

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

none

Programme content

none

Course topics

none

Teaching methods

none

Bibliography

none

Breakdown of average student's workload

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