



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

E-business Marketing [N2IZarz1>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

Polish

Form of study

part-time

Requirements

compulsory

### Number of hours

Lecture

8

Laboratory classes

0

Other

0

Tutorials

10

Projects/seminars

0

### Number of credit points

4,00

### Coordinators

dr inż. Marek Goliński

marek.golinski@put.poznan.pl

### Lecturers

### 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.

## Course topics

### The Essence and Importance of E-Marketing in Developing Business Activities

E-marketing, or internet marketing, plays a crucial role in the development of modern enterprises. By leveraging the internet, companies can reach a broad audience, increasing their visibility and competitiveness in the market. E-marketing enables businesses to effectively communicate with customers, build relationships, and quickly respond to changing market needs.

### Marketing Methods and Tools in Business Operations

Various marketing methods and tools are utilized in business operations, such as:

Content Marketing: Creating valuable content that attracts and engages audiences.

SEO (Search Engine Optimization): Optimizing websites for search engines to increase visibility.

SEM (Search Engine Marketing): Marketing in search engines, including paid advertisements.

Email Marketing: Communicating with customers via emails.

Social Media Marketing: Promoting products and services through social media platforms.

Product and Its Structure in E-Business

In e-business, a product is not limited to physical goods but can also include digital services, applications, educational content, and other forms of value delivered online. The structure of a product in e-business often includes:

Core Product: The main offering of the company.

Complementary Products: Additional elements that enhance the value of the core product.

Digital Content: Educational materials, e-books, webinars.

Analysis of Buyer Behavior in the Online Space

Understanding buyer behavior in the online space is crucial for effective e-marketing. Behavior analysis involves studying preferences, shopping habits, time spent on websites, and reactions to various forms of advertising. Tools like Google Analytics allow tracking user activities and adapting marketing strategies to their needs.

Marketing Research in E-Business

Marketing research in e-business helps companies understand the market, identify trends and customer needs, and evaluate the effectiveness of marketing campaigns. Various techniques are used, such as online surveys, A/B tests, user behavior analyses, and social media monitoring.

Analysis of Online Marketing Strategies

The analysis of online marketing strategies involves evaluating various marketing activities in terms of their effectiveness and efficiency. Companies analyze the results of advertising campaigns, user engagement on social media, conversion rates, and ROI (Return on Investment).

Available Platforms and Applications Used in E-Business

E-business utilizes various platforms and applications to support sales, marketing, and customer service management. The most popular include:

E-commerce Platforms: Such as Shopify, WooCommerce, Magento.

Data Analysis Tools: Google Analytics, Hotjar.

Marketing Automation Applications: HubSpot, MailChimp.

Social Media: Facebook, Instagram, LinkedIn.

Building a Brand Online

Building a brand online requires a cohesive strategy that includes creating valuable content, social media activity, SEO optimization, and customer interactions. Ensuring positive user experiences on the website and throughout the purchasing process is also crucial.

Social Communication for Business Needs

Social communication involves activities aimed at building relationships with customers, employees, and business partners. In the context of e-business, this communication often takes place through social media, blogs, newsletters, and webinars.

Promotion on the Internet

Promotion on the internet encompasses various forms of online advertising, such as Google Ads, Facebook ads, affiliate marketing, and influencer marketing. Key aspects include targeting the right audience groups and measuring the effectiveness of promotional activities.

Internet of Things (IoT)

The Internet of Things (IoT) refers to a network of devices connected to the internet that can communicate with each other and collect data. In marketing, IoT allows for the collection of detailed data on consumer behavior, enabling more precise targeting and personalization of offers.

Development Prospects of Network Technologies and Their Impact on Marketing Practice and Theory

The development of network technologies, such as artificial intelligence, big data, and blockchain, will significantly impact marketing practice and theory. These technologies enable more advanced data analyses, automation of marketing processes, and increased security of online transactions.

Exercises

## Outbound and Inbound Marketing

Exercises include analyzing and practically applying outbound (traditional marketing) and inbound (attraction marketing) strategies in the context of e-business.

## Product, Internet Product, Internet of Things Marketing

Analysis of various types of products in e-business, including physical, digital products, and IoT marketing.

## Customer, Consumer, Persona

Creating customer profiles (personas) and analyzing consumer behavior in the online space.

## Promotion on the Internet, Google Ads

Practical exercises in creating and managing promotional campaigns in Google Ads and other online advertising platforms.

## Activity Research on the Internet with Google Analytics

Learning to use Google Analytics to monitor and analyze user activity on websites.

## Effectiveness of Online Activities SEO, SEM

Evaluating the effectiveness of SEO (search engine optimization) and SEM (search engine marketing) activities and analyzing their impact on business results.

## 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. Mazurek, G., (2022). E-marketing: planowanie, narzędzia, praktyka, Wydawnictwo Poltext, Warszawa;
2. Dejnaka, A., (2023) Proces podejmowania decyzji zakupowych przez e-konsumentów w kontekście mediów społecznościowych, Wydanie II, Wyd. CeDeWu, Warszawa;
3. Cyfryzacja w zarządzaniu, red. Laskowska-Rutkowska. A., Wyd CeDeWu, Warszawa, 2020
4. Systemy informacyjne w przedsiębiorstwach handlowych, wspomaganie decyzji w strategicznych i operacyjnych obszarach działalności marketingowej, Rutkowski, I., Wyd PWE, Warszawa, 2021
5. Mazurek G., E-marketing strategia planowanie praktyka, Wyd. Poltext, 2018
6. Funkcjonowanie e-biznesu, zasoby, procesy, technologie pod redakcją Marii Czajkowskiej i Macieja Malarskiego. Wydawnictwo Uniwersytetu Łódzkiego, 2015
7. Wódkowska D., E-biznes w Polsce; Uniwersytet Mikołaja Kopernika w Toruniu, Polskie Towarzystwo Ekonomiczne, 2015
8. Mazurkiewicz-Pizło A., Pizło W., Marketing, Wyd. PWE, Warszawa 2017
9. Michalski E., Marketing, Wydawnictwo Naukowe PWN, 2017

### Additional:

1. Chaffey D., Digital Business i E-Commerce Management, Strategia, Realizacja, Praktyka, Wyd. PWN, Warszawa, 2020;
2. 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
3. Sznajder A., Technologie mobilne w marketingu, Wyd. Wolters Kluwer, Warszawa 2014
4. Falls J., Deckers E., Media społecznościowe bez ściemy. Jak kreować markę, Wydawnictwo . Helion, Gliwice 2013
5. 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	100	4,00
Classes requiring direct contact with the teacher	20	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	80	3,00