



FACULTY: *Economic and Social Sciences*
COURSE: *Economics*
LEVEL OF EDUCATION: *first-level studies (bachelor)*
FORM OF EDUCATION: *full-time*
PROFILE: *practical*

SUBJECT CARD (Syllabus)

Course name: MARKETING ON THE INTERNET – university-opened lecture					ECTS credits: 0.5	
Instructor: according to the cast and timetable						
Year: 1, 2, 3	Lectures	Seminars	Laboratory exercises	Exercise	BUNA*	Form of credit*
Semester: 2,4,6	15	0	0	0	0	Z
*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic teacher						
Subject Purpose: Familiarization with the basic principles of marketing on the Internet. Education of the ability to use Internet marketing tools in compliance with the principles of ethics.						
Didactic methods: 1. giving – an information lecture, 2. problem – problem lecture, 3. activating – discussion.						
Prerequisites: <i>None</i>						
No	Subject matter of the classes					
I	1.The essence of marketing on the Internet. 2.Psychology of consumer behavior on the Internet. 3.Social processes on the Internet for consumer behavior. 4.Internet marketing strategies and tools. 5.Models of satisfaction and loyalty in online marketing. 6.Internet expenses. 7.The role of the Internet in B2C marketing. 8. Promotion on the Internet. Planning and implementation of advertising campaigns on the Internet. 9.Types of online advertising. The online advertising market in Poland and in the world. E-commerce. 10.Efficiency measures. Search engines as a marketing tool. 11.Practical aspects of customer relations using the Internet.					
II	SEMINARS: not applicable					
III	LABORATORY EXERCISES : not applicable					
IV	EXERCISES: not applicable					
In	BUNA: not applicable					
Learning outcomes						
Directional effects – symbol and specification				Objective effects – specification		
in the field of KNOWLEDGE:						



P6U_W	P6S_WG	E1_W01 Has a comprehensive knowledge of the place of economics in the system of sciences, its nature, methodology and related to other scientific disciplines, knows and understands the basic terminology of economic sciences along with the application of this practical knowledge in business activities.	Defines the concepts characteristic of e-marketing and explains the differences between e-marketing and classic marketing. Has knowledge of marketing as a scientific discipline included in management sciences.
P6U_W	P6S_WGP6S_WK	E1_W03 Identifies mutual relations between economic phenomena, entities, structures and institutions on a microeconomic and sectoral scale, both in real and monetary terms, including in the field of selected specialization in the field of economics. Knows how to put this knowledge into practice.	
in terms of SKILLS:			Has the ability to practically analyze the market and design a marketing strategy, including the selection of the target market and the use of basic marketing instruments and activities. Has the ability to manage marketing processes from the moment of their design, through implementation, to the assessment of the effects of marketing activities.
P6U_U	P6S_UW	E1_U03 Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes and analyze and evaluate the economic and social processes and phenomena taking place.	
P6U_U	P6S_UW P6S_UO	E1_U10 Independently identifies, diagnoses and resolves problems and applies various variants of solutions in business practice, in connection with the studied specialty.	
in the field of SOCIAL COMPETENCES:			Understands the need to constantly acquire, improve and supplement marketing knowledge in order to acquire new competences that increase his qualifications in the changing labor market. Is able to think and act in an entrepreneurial way, is prepared to work in enterprises, on his own account and in social projects.
P6U_K	P6S_KK P6S_KR	E1_K01 Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts in case of difficulty in solving the problem on their own.	
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think in an entrepreneurial way and skillfully communicate with the environment; adapts to new situations and conditions, acquires resistance to failure and stress.	



Ways to verify the outcome of this learning (KNOWLEDGE, SKILLS, SOCIAL COMPETENCES)

Effects(symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Activity in class	Participation in the	Individual project	Group project
E1_W01, E1_W03,	X							X			
E1_U03, E1_U10	X							X	X		
E1_K01, E1_K06						X			X		

Form and conditions of passing the subject:

The basis for obtaining credit/zal is:

- presence of 100%; confirmed by an entry on the attendance list,
- possible 10% absence balanced in a manner individually agreed with the lecturer,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the issues discussed during the lecture),
- positive assessment from the response matching test.

The test is in writing – a test of matching answers. Each correct answer is 1 point, no answer or incorrect answer 0 points, a minimum of 60% of correct answers qualify for a positive rating.

Assessment criteria from the test

Assessment	Very good (5.0)	Good plus (4.5)	Good (4.0)	Sufficient plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93-100%	85-92%	77-84%	69-76%	60-68%	59% and less

Conditions for making up classes abandoned for justified reasons:

Making up for abandoned classes is possible only in the case of a student's illness documented by sick leave or other random reasons. Justification of classes and passing of the material being the subject of lectures during the absence is made by the lecturer conducting the classes

The student's workload needed to achieve learning outcomes during hours and ECTS credits

Contact hours with an academic teacher

Types of classes	Number of hours
Participation in lectures	15
Participation in seminars	
Participation in exercises	
Participation in laboratory classes	
Consultations (2 hours for the lecture, 1 hour for one group of quarters, conv., sem.)	
Sum of	15

Student's own work divided into time (examples of student work forms)

Form of student work	Number of hours
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Self-reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral credit in a subject	
Sum of	
Total (contact hours + student's own work)	



		0,5 ECTS
1.including the number of ECTS credits for contact hours with the direct participation of an academic teacher		
2.including the number of ECTS credits for hours carried out in the form of independent work		
Classes with a practical profile		
Types of classes	Number of hours	
Participation in laboratory exercises		
Preparing for practical credit		
Sum of		
Number of ECTS credits for practical classes		
<p>Basic literature: E-Commerce. Business through Social Media Marketing. Simple Steps to Start your E-Commerce Brand/Company through Facebook and Instagram Marketing, Goldink Publishers LLC, 2021.</p> <p>Supplementary literature: 1. K. Laudon, C. Traver, E-Commerce 2023-2024. Business, Technology, Society PEARSON Education Limited, London 2023.</p>		
Acceptance of the Vice-Rector:		