Name of the module/subject Code 1011105311011148338 Internet and mobile marketing Forlie of study (general academic, practical) (brak) Year /Semester Elective path/specially Production and Operations Management (brak) Year /Semester 1/1 Subject offend in: Production and Operations Management Prolie of study: Subject offend in: Production and Operations Management No. of credits 1/1 Course (compulsory, elective) Project/seminars: Part-time No. of credits 2 Status of the course in the study program (Basic, major, other) (brak) (university-wide, from another field) (brak) No. of credits 2 Status of the course in the study program (Basic, major, other) (brak) (brak) Corrections 2 Education areas and fields of science and att If crisk 3403 (area; 16, 60 65 3403 Engineering Management u). Strzeleckal 16, 60 65 3403 Engineering Management Management, also understand and analyze the main social phenomen	STUDY MODULE DESCRIPTION FORM							
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politycal, legal, economic), to formulate their own opinions on this subject and put the simple hypothesis as well verify them [K2A_U03] 3. The student has the ability to use their knowledge in the various field and forms, extended to a critical analysis of the effectiveness and suitability of applied knowledge [K2A_U06]	1. The student know how to use the theoretical knowledge to describe and analyse of the causes and processes and phenomena of social (cultural, political, legal, economic) and is able to formulate their own opinions, and choose the critical data and methods of analysis [K2A_U02]							
effectiveness and suitability of applied knowledge [K2A_U06]	2. The student is able to analyze properly the causes and course of the processes and phenomena of social (cultural, politycal, legal, economic), to formulate their own opinions on this subject and put the simple hypothesis as well verify them [K2A_U03]							
Social competencies:	effectiv	eness and suitability of	of applied knowledge [K2A_U06]		to a critical analysis of the			
	Socia	I competencies:						

1. The student is aware of the validity of the behaviour in a professional way, respect the rules of professional ethics and respect for the diversity of views and cultures. - [K2A_K04]

2. The student is aware of the interdisciplinary knowledge and skills needed to solve complex problems of the organization and the need of create interdisciplinary teams. - [K2A_K06]

Assessment methods of study outcomes

Forming credit:

a) exercise: on the basis of the current progress of the tasks;

b) lectures: on the basis of answers to questions related to the material discussed during previous classes.

Summary credit:

a) exercise on the basis of: (1) systematically delivered exercises, (2) discussions held on the tasks completed exercises, (3) the form and quality of prepared materials;

b) lectures: (1) a written test with multiple-choice answers, of which at least one answer is correct, each question is scored on a scale from 0 to 1; the credit of the lectures is obtained after at least 55% of the points; (2) discussion of the results of assessment.

Course description

- The nature and importance of Internet marketing and mobile technologies
- The producy and its structure in Internet and mobile marketing
- Impact of mobile technology and the Internet for product pricing
- Sales and distribution via the Internet and mobile technologies
- Promotion on the Internet
- Designing and building web campaign websites and mobile applications
- Prospects for the development of network technologies and their impact on the theory and practice of marketing

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- 1. Konkol S., Marketing mobilny, Wyd Helion, One press, Gliwice 2010.
- 2. Reed J., Szybkie łącze z klientami: marketing internetowy, Wyd Helion, One press, Gliwice, 2012.

Additional bibliography:

1. Scott D., Nowe zasady marketingu i PR: jak korzystać z komunikatów informacyjnych, blogów, podcastingu, marketingu wirusowego oraz mediów internetowych w celu bezpośredniego dotarcia do nabywcy, Wyd. Wolters Kluwer Polska. : International Publishing Service. IPS, Warszawa, 2009.

2. McLeod A., Marketing internetowy w praktyce: jak rozkręcić dochodowy biznes w Internecie, Internetowe Wydawnictwo

3. T. Karwatka, Usability w e-biznesie. Co kieruje Twoim klientem? Helion, Gliwice 2009.

A.J. Grandys, Marketing i technologia informacyjna. O związkach strategii marketingowych i strategii IT. Lodart, Łódź 2000.
 R. Kozielski, Wskaźniki marketingowe. Oficyna Ekonomiczna, Kraków 2004.

Result of average student's workload

Activity	Time (working hours)				
1. Lecture	15				
2. Exercise	15				
3. Exercise consultation	4				
4. Preparing for exercise	15				
5. Preparing to pass the lecture	9				
6. Discussion of the results of assessment	2				
Student's workload					
Source of workload	hours	ECTS			
Total workload	60	2			
Contact hours	36	1			
Practical activities	30	1			