POZNAN UNIVERSITY OF TECHNOLOGY

EUROPEAN CREDIT TRANSFER AND ACCUMULATION SYSTEM (ECTS)

pl. M. Skłodowskiej-Curie 5, 60-965 Poznań

COURSE DESCRIPTION CARD - SYLLABUS

Course name

E-business Marketing

Course

Field of study	Year/Semester
Engineering Management	1/2
Area of study (specialization)	Profile of study
Managing Enterprise of the Future	general academic
Level of study	Course offered in
Second-cycle studies	Polish
Form of study	Requirements
full-time	compulsory

Number of hours

Lecture	Laboratory classes	Other (e.g. online)
15		
Tutorials	Projects/seminars	
15		

Number of credit points

4

Lecturers

Responsible for the course/lecturer:

Ph.D., Eng. Marek Goliński

Mail to: marek.golinski@put.poznan.pl

Phone: 616653403

Faculty of Engineering Management

ul. J. Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

Ph.D., Eng. Magdalena Graczyk-Kucharska

Mail to: magdalena.graczyk-kucharska@put.poznan.pl

Phone: 616653403

Faculty of Engineering Management

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Prerequisites

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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

1. The student has knowledge of the connections in network organizations (concerns, holdings, clusters, etc.) and in-depth knowledge of organizational dependencies between organizational units of the enterprise, as well as virtual units [P7S_WG_06]

2. The student knows in-depth the methods of obtaining data on the behavior of market participants [P7S_WG_07]

Skills

1. The student is able to use theoretical knowledge to describe and analyze the causes and course of social processes and phenomena (cultural, political, legal, economic) and is able to formulate their own opinions and select critically data and methods of analysis [P7S_UW_01]

2. The student has the ability to use the acquired knowledge in various scopes and forms, extended by a critical analysis of the effectiveness and usefulness of the applied knowledge [P7S_UW_03]

3. The student has the ability to independently propose solutions to a specific management problem and carry out a decision-making procedure, in this scope [P7S_UW_04]

4. The student is able to properly analyze the causes and course of social processes and phenomena (cultural, political, legal, economic), formulate their own opinions on this subject and put forward simple research hypotheses and verify them [P7S_UW_07]

5. The student is able to be responsible for his own work and jointly performed tasks, and to manage the work in a team [P7S_UO_01]

Social competences

1. The student is aware of the interdisciplinarity of knowledge and skills needed to solve complex organizational problems and the need to create interdisciplinary teams [P7S_KK_01] 2. The student is able to make a substantive contribution to the preparation of social projects and manage undertakings resulting from these projects [P7S_KO_01] 3. The student is able to plan and manage business ventures [P7S_KO_03] 4. The student is aware of the importance of behavior in a professional manner, compliance with the rules of professional ethics and respect for the diversity of views and cultures [P7S_KR_01]

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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

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Basic

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

Mazurek G., E-marketing strategia planowanie praktyka, Wyd. Poltext, 2018

Funkcjonowanie e-biznesu, zasoby, procesy, technologie pod redakcją Marii Czajkowskiej i Macieja Malarskiego. Wydawnictwo Uniwersytetu Łódzkiego, 2015.

Wódkowska D., E-biznes w Polsce; Uniwersytet Mikołaja Kopernika w Toruniu, Polskie Towarzystwo Ekonomiczne, 2015.

Mazurkiewicz-Pizło A., Pizło W., Marketing, Wyd. PWE, Warszawa 2017.

Michalski E., Marketing, Wydawnictwo Naukowe PWN, 2017.

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	4,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam) [1]	70	3,0

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[1] delete or add other activities as appropriate