COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: in Polish / in English SOCIAL MEDIA CAMPAIGNS	**2.** Course code: Number of ECTS credits: 2 Course completion mode: credit Course commenced / Year 2019/2020

3. Major: E-commerce

4. Department of major coordinator: Department of Market and Consumption

5. Name of course instructor: Lecture: Kornelia Batko, Ph.D.   Classes   Lab classes …
   Examiner: Kornelia Batko, Ph.D.

6. Department of course instructor: Department of Business Informatics

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	4	
classes	-	
foreign language classes	-	
lab classes	-	
seminars	-	
e-learning	11	
other		
Total hours	15	
examination (hours)	-	

8. Course timeframe - no. of semesters: 1

   Course commencement / Year: 1

   Course commencement / Semester : 2

9. Level of tertiary education: II	**10.** Course status X Compulsory for the major… ☐ Compulsory for the specialization … ☐ Elective …

11. Course prerequisites
   Compulsory: Knowledge at the first level of higher education
   Recommended: Basic information regarding running a business in the form of e-business and social media

12. Course objectives:

The aim of the course is to provide students with knowledge and skills in the field of marketing activities on the Internet and the use of social media according to expectations of enterprises in the era of electronic economy. Classes will introduce students to the principles of conducting sales campaigns in social media, the principles of measuring results and methods of optimization in relation to the set goals.

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Lectures using multimedia techniques	Presenting the basics of the subject and presenting course content, e-learning classes, credits and course completion requirements	4	
2.	E-learning lectures	A multimedia lecture presenting theoretical information and studies cases	11	
…				
Total			AS: 15	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Analysis of e-learning materials	Analysis of lecture notes provided by the teacher	15	
2.	Individual work	Analysis of theoretical information and case studies	11	
3.	Solving case studies	Solving case studies in the field of social media and electronic marketing	9	
…				
Total			BS: 35	BN:

Total AS+BS = 50   Total AN+BN = …….
Examination (E) = …….   Examination (E) =…….
Total AS+BS+E= …….   Total AN+BN+E = …….

14. Key words: marketing, electronic marketing, social media, social media campaigns

15. Course content:
  1. The concept and essence of Internet marketing activities, Internet marketing - mix
  2. Social marketing. Social commerce market in Poland and in the world
  3. Social networking sites and the possibilities of their use in e-commerce
  4. Rules and design of social media campaigns. Tools supporting social commerce
  5. Main problems and challenges of the store's campaign in social media
  6. The most common errors in social marketing.

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
	Knowledge		
ECe2_W01	Student defines the concepts specific to electronic marketing and social media. Student characterizes the basic principles of social media campaigns	Quiz.	Quiz results. Electronic version project.
	Skills		
ECe2_ U03	1. He can choose the right marketing tools and social media for a specific marketing campaign. 2. Is able to construct an e-marketing campaign necessary for the development of an enterprise in social media and is able to assess the potential of using a given tool and social media platform.	Quiz. Assessment of use knowledge acquired in project development.	Quiz results. Electronic version project.
	Social competences		
ECe2_K03	1. Student understands the importance of the theoretical foundations provided in the lecture and is able to design social media campaigns based on this content.	Assessment of use knowledge acquired in project development.	Electronic version project.

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Quiz	Quiz in the form of a single-choice test	50%
2.	Project	Design of a marketing campaign in social media on the example of a selected organization.	50%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

1. Scott D.M.: The new rules of marketing & PR : how to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly. Wyd. John Wiley& Sons Inc , 2017.
2. Kreutzer R.T.: Online Marketing. Wyd. Springer Gabler , 2016.

Suggested readings:

1. Big Book of Digital Marketing. Wyd. IgnitionOne , 2014.
2. Reed J.: Get up to speed with online marketing : how to use websites, blogs, social networking and much more. Wyd. Pearson Education , 2011.
3. Stokes R: eMarketing The essential guide to digital marketing. Wyd. Quirk, 2011.

4. Trengove A., Malczyk A, Beneke J., : Internet Marketing. Wyd. GetSmarter,, 2011.

19. Language of instruction: English   - 4 -

20. Course instructors' recommendations: lecture in the form of direct contact with the student 2h at the start of classes and 2h at the end of classes