



OMNICHANNEL MARKETING COMMUNICATIONS

Syllabus

Basic information

Field of study Electives	Didactic cycle 2025/26
Speciality -	Subject code EKOPSW.S.M4.1905.25
Organizational unit School of Undergraduate and Graduate Studies	Lecture languages English
Study level graduate studies	Mandatory Elective
Study form full-time	Block Free choice electives
Education profile general academic/practical	Department responsible for the subject Department of Market and Consumption
	Subject related to scientific research No
	Subject shaping practical skills No
Coordinator	Mirosława Malinowska
Teacher	Mirosława Malinowska
Period Semester 3	Form of teaching, number of hours and method of examination • lecture: 14, Credit with grade
	Number of ECTS points 3

Goals

Code	Goal
C1	The aim of the course is to familiarize students with the principles and tools of integrated multi-channel marketing communication. The course aims to deepen knowledge about the possibilities of integrating traditional media with modern communication channels.

Recommended requirements

none

Subject's learning outcomes

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
Knowledge:			
W1	Student knows Knows and understands in-depth the communication relations between the company and consumers and knows their importance	DEK.M_W01	Final test (written) - open-ended questions
Skills:			
U1	Student is able to communicate with audiences on specialist topics using terminology including omnichannel marketing communications	DEK.M_U05	End-of-course assessment - group report, End-of-course assessment - case study solved in a group
U2	Student has language skills in English in accordance with the requirements specified for level B2	DEK.M_U06	End-of-course assessment - group report, End-of-course assessment - case study solved in a group
Social competences:			
K1	Student is ready to recognize the importance of solid knowledge in the field of omnichannel marketing communications in solving	DEK.M_K02	End-of-course assessment - case study solved in a group

Study content

No.	Course content	Subject's learning outcomes	Activities
1.	The nature and functions of marketing communications	W1	lecture
2.	The elements of marketing communications process and communication noises	W1, U2, K1	lecture
3.	Evolution of integrated multichannel communications (omnichannel communications). Principles of "omnichannel marketing"	W1	lecture
4.	Program of activities in the field of omnichannel communications.	U1, U2, K1	lecture
5.	Traditional and modern communication channels.	W1, U1, U2	lecture
6.	Content marketing, storytelling and real time marketing.	W1, U1, U2	lecture
7.	Creating attractive content. Integration of content, images, infographics, audio and video	U1	lecture
8.	Best examples of activities in the field of omnichannel marketing communications.	U1, U2, K1	lecture

Additional information

Activities	Methods of conducting classes
lecture	Lecture using multimedia techniques, Lecture using case studies, Working on a project, Discussion

Activities	Examination method	Percentage
lecture	Final test (written) - open-ended questions	60%
lecture	End-of-course assessment - group report	20%
lecture	End-of-course assessment - case study solved in a group	20%

Activities	Credit conditions
lecture	Student needs to collect 51% of total points

Literature

Obligatory

1. Clow K., Baack D.: Integrated advertising, promotion, and marketing communications. Wyd. Upper Saddle River : Pearson Prentice Hall, 2010.
2. Gasparin I., Slongo L., Omnichannel as a Consumer-Based Marketing Strategy. Journal of Contemporary Administration, v. 27, n. 4, 2023
3. Bartosik-Purgat B.: New media in the marketing communication: pf enterprises in the international market. Wyd. PWN, Warszawa, 2019.

Optional

1. Malinowska M.: Marketing communications effectiveness in Poland - lessons from the business in information society [w] Studia Ekonomiczne / Uniwersytet Ekonomiczny w Katowicach 2013, nr 150. Wyd. Uniwersytet Ekonomiczny w Katowicach, Katowice, 2013.
2. Malinowska M.: Malinowska M., Internet in marketing communications of companies In Europe. The present and the future [w] L'entrepreneur face aux politiques publiques Europeennes. Travaux Scientifiques du Reseau PGV. red. Claude Martin, Tawfiq Rikibi . Lizbona , 2012.
3. Żukowska J.: Marketing communication. Wyd. SGH, Warszawa, 2015.

Calculation of ECTS points

Activity form	Activity hours*
lecture	14
Literature study	16
Analysis of lecture notes	15
Preparation of the end-of-course assessment - group project	15
Preparation of the end-of-course assessment - case study solved in a group	15
Student workload	Hours 75

Number of ECTS points	ECTS 3
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* hour means 45 minutes

Major learning outcomes for the subject

Code	Content
DEK.M_K02	Jest gotów doceniać znaczenie rzetelnej wiedzy w rozwiązywaniu problemów poznawczych i praktycznych, w tym zwłaszcza w obszarze gospodarki oraz jest przygotowany do zasięgania opinii ekspertów.
DEK.M_U05	Potrafi komunikować się ze zróżnicowanymi kręgami odbiorców posługując się specjalistyczną terminologią z zakresu dyscypliny ekonomia i finanse, przedstawiać i oceniać różne opinie i stanowiska, w tym brać udział w debatach oraz je prowadzić.
DEK.M_U06	Ma umiejętności językowe w zakresie wybranego języka obcego zgodnie z wymaganiami określonymi dla poziomu B2+ Europejskiego Systemu Opisu Kształcenia Językowego, z uwzględnieniem języka biznesu.
DEK.M_W01	Zna i rozumie w pogłębionym stopniu fakty i zjawiska oraz dotyczące ich teorie wyjaśniające złożone zależności między nimi, stanowiące zaawansowaną i podbudowaną teoretycznie wiedzę z zakresu ekonomii oraz zna i rozumie w sposób pogłębiony wybrane zagadnienia z zakresu finansów i zarządzania.