I. GENERAL INFORMATION ABOUT THE COURSE

E-Marketing

Name of the organisational unit offering the programme:	The University College of Tourism and Ecology in Sucha Beskidzka Wyższa Szkoła Turystyki i Ekologii w Suchej Beskidzkiej
Name of the field of study and level of education:	Management – First degree (bachelor's)
Profile of education:	Practical
Major:	Not applicable
Type of module: (please specify as appropriate)	Of choice / Professionally oriented
Year / Semester:	II / 4
Prerequisites (resulting from the sequence of courses):	Knowledge, skills, and social competences acquired in the courses: Fundamentals of Management, Marketing, and Information Management Systems.

II. FORMS OF CLASSES AND NUMBER OF HOURS

	Lecture	Exercises	Seminar discussion	Laboratory	Workshop	Project	Seminar	Internship	Examination / Assessment	Total number of hours
Full-time studies			14	14		8			3	39
Part-time studies			8	8		6			3	25

III. TEACHING METHODS

Forms of classes	Teaching methods
Seminar discussion / Laboratory / Project	Discussion, activating tasks, practical assignments, case studies, and project-based learning.

IV. LEARNING OUTCOMES FOR THE COURSE WITH REFERENCE TO THE PROGRAMME AND DISCIPLINARY LEARNING OUTCOMES

No.	Description of the learning outcome for the course	Reference to the programme learning outcome

Knowledge:		
P_W01	The student distinguishes and characterises various systems and solutions in the field of e-business, particularly in the area of e-marketing, and identifies the elements of these systems.	K1P_W05 K1P_W07 K1P_W09
P_W02	The student identifies and discusses factors influencing the components of these systems, i.e. e-marketing processes occurring within organisations.	K1P_W05 K1P_W07 K1P_W09
P_W03	The student explains the methods of designing individual phases of promotional activities in e-business, using as an example the preparation and implementation of e-marketing campaigns.	K1P_W05 K1P_W07 K1P_W09
Skills:		
P_U01	Through observation and analysis of collected data, the student evaluates the performance of e-business enterprises in terms of their promotional activities.	K1P_U01 K1P_U03 K1P_U05 K1P_U06 K1P_U09
P_U02	The student identifies and interprets indicators describing the functioning of e-marketing processes within an organisation.	K1P_U01 K1P_U03 K1P_U05 K1P_U06 K1P_U09
P_U03	The student identifies problem areas and proposes organisational improvements to enhance the performance of the analysed enterprises.	K1P_U01 K1P_U03 K1P_U05 K1P_U06 K1P_U09
Social competences:		
P_K01	The student understands the need to apply ethical standards when addressing professional challenges in marketing activities within the e-business environment.	K1P_K07

V. COURSE CONTENT

No.	Seminar discussion	Reference to the programme learning outcome
K1	The essence and significance of the electronic economy in the global society. The e-customer as a participant in the market economy. The impact of digital communication technologies on marketing (e-marketing).	P_W01, P_W02
K2	Marketing mix tools in the Internet age. Customer relationship management using electronic communication tools (e-CRM). Traditional marketing communication channels in e-business (press, radio, television).	P_W01, P_W02, P_W03, P_K01
K3	Modern e-marketing communication channels: • search-related tools (SEO, SEM), • interactive online advertising, • e-mail and mobile e-marketing, • the use of social media in e-marketing (viral marketing), • online affiliate programmes (affiliate marketing), • offline e-marketing promotion.	P_W01, P_W02, P_W03, P_K01

K4	The specifics of e-marketing activities in B2C and B2B sectors. Planning and implementation of e-marketing campaigns (objectives, budgeting, control). Ethical and legal aspects of conducting marketing activities in the field of e-business.	P_W01, P_W02, P_W03, P_K01
No.	Excersises / Workshop:	Reference to the programme learning outcome
T1	Conducting online marketing research.	P_U01, P_U02
T2	Designing an e-marketing campaign for an e-business enterprise.	P_U01, P_U02, P_K01
T3	Practical implementation of selected e-marketing tools.	P_U02, P_U03, P_K01
T4	Case studies – practical applications of e-marketing tools.	P_U01, P_U02, P_U03, P_K01

VI. METHODS OF VERIFYING LEARNING OUTCOMES

Learning outcomes	Verification method	Form of classes in which the learning outcome is verified
Knowledge:		
P_W01	Project assignment / written work	K1 - K4
P_W02	Project assignment / written work	K1 - K4
P_W03	Project assignment / written work	K2 - K4
Skills:		
P_U01	Project assignment / presentation, assessment of activity during classes.	T1 – T4
P_U02	Project assignment / presentation, assessment of activity during classes.	T1 – T4
P_U03	Project assignment / presentation, assessment of activity during classes.	T2 – T4
Social competences:		
P_K01	Observation and evaluation of the performance of a practical task.	K2,K3, K4 T3 – T4

Final (summative) assessment:

The final grade consists of the assessment of the presentation and class participation (1/4), as well as the final written paper, project assignment, and their presentation (3/4).

VII. ASSESSMENT CRITERIA FOR ACHIEVED LEARNING OUTCOMES

Learning outcomes	**Fail (2.0)** The student does not know, does not understand, is unable to, or is not ready to:	**Satisfactory range (3.0–3.5)** The student knows, understands, is able to, and is ready to:	**Good range (4.0–4.5)** The student knows, understands, is able to, and is ready to:	**Very good (5.0)** The student knows, understands, is able to, and is ready to:

P_W01	Distinguish and describe various systems and solutions in the area of e-business, particularly in e-marketing, or identify their components.	Distinguish and describe various systems and solutions in the area of e-business, particularly in e-marketing, and identify selected elements of these systems.	Distinguish and comprehensively describe various systems and solutions in the area of e-business, particularly in e-marketing, and correctly identify their components.	Distinguish and comprehensively and thoroughly describe various systems and solutions in the area of e-business, particularly in e-marketing, and precisely identify their components, referring to relevant academic literature.
P_W02	Indicate and discuss factors influencing the components of systems, i.e. the e-marketing processes taking place in organisations.	Indicate and discuss selected factors influencing the components of systems, i.e. the e-marketing processes taking place in organisations.	Indicate and discuss factors influencing the components of systems, i.e. the e-marketing processes taking place in organisations.	Indicate and discuss in detail the factors influencing the components of systems, i.e. the e-marketing processes taking place in organisations, referring to literature of subject.
P_W03	Explain the methods of designing particular phases of promotional activities in e-business, illustrated by the preparation and implementation of e-marketing campaigns.	Explain selected methods of designing particular phases of promotional activities in e-business, illustrated by the preparation and implementation of e-marketing campaigns.	Explain the methods of designing particular phases of promotional activities in e-business, using as an example the preparation and implementation of e-marketing campaigns.	Thoroughly and extensively explain the methods of designing particular phases of promotional activities in e-business, illustrated by the preparation and implementation of e-marketing campaigns, referring to both literature and practical examples.
P_U01	Assess the performance of e-business enterprises in the field of promotion through observation and data analysis.	On the basis of observation and data analysis, assess the performance of e-business enterprises in terms of promotion at a basic level.	Based on observation and data analysis, fully assess the performance of e-business enterprises in the field of promotion.	Through observation and analysis of collected data, comprehensively evaluate the performance of e-business enterprises in the field of promotion, demonstrating a high level of competence.
P_U02	Identify and interpret indicators describing the functioning of e-marketing processes within an organisation.	Identify and interpret selected indicators describing the functioning of e-marketing processes within an organisation.	Identify and interpret key indicators describing the functioning of e-marketing processes within an organisation.	Identify and insightfully interpret indicators describing the functioning of e-marketing processes within an organisation, drawing original conclusions.
P_U03	Identify problem areas or propose organisational solutions improving the performance of the analysed enterprises.	Identify selected problem areas and propose partial organisational solutions to improve the performance of the analysed enterprises.	Identify problem areas and propose simple organisational solutions to improve the functioning of the analysed enterprises, convincingly justifying the reasoning process.	Identify problem areas and propose advanced organisational solutions improving the performance of the analysed enterprises, supporting reasoning with scientific theories and practical examples.
P_K01	Do not understand the need to apply ethical standards to professional issues arising in marketing activities within e-business.	Understand the need to apply ethical standards to professional issues arising in marketing activities within e-business.	Understand the need to apply ethical standards to professional issues arising in marketing activities within e-business.	Understand the need to apply ethical standards to professional issues arising in marketing activities within e-business.

VIII. STUDENT WORKLOAD – HOURS AND ECTS BALANCE

Type of ECTS activity	Student workload	
	Full-time studies	Full-time studies
Participation in teaching activities (lectures, exercises, conversation classes, projects, laboratories, workshops, seminars) – TOTAL number of hours – from section II	36h	22h
Examinations / Assessments	3h	3h
Participation in consultations	4h	4h
Project / Essay / Case study / Practical task	8h	8h
Independent preparation for classes	21h	32h
Preparation for course assessments	6h	6h
Total student workload (25 hours = 1 ECTS) TOTAL hours / ECTS	75 h / 3 ECTS	75 h / 3 ECTS
Student workload within classes involving direct contact with the lecturer	43 h / 1,7 ECTS	29 h / 1,2 ECTS
Student workload within classes of a practical nature	-/-	-/-
Student workload within classes related to professional training	50 h / 2 ECTS	50 h / 2 ECTS
Student workload within classes related to research preparation	-/-	-/-

IX. COURSE LITERATURE AND OTHER TEACHING MATERIALS

Basic literature:

-Kotler P., Kartajaya H., Marketing 4.0. Era cyfrowa – MT Biznes 2017 -
E-marketing
Strategia, planowanie, praktyka Grzegorz Mazurek Poltext 2018
-Królewski J., Sala P., E-marketing Współczesne trendy. Pakiet Startowy, Wydawnictwo Naukowe PWN 2016

Supplementary literature:

- Kępiński Ł., Kordowski M., Sałkowski D., Sztubecki K., Marketing internetowy Nowe możliwości nowi klienci nowe rynki, Poltext, Warszawa 2015.
- Majewski P., Czas na e-Biznes, Wyd. Helion, Gliwice 2007.
- Witczak O., Budowanie związków z klientami na rynku B2B, Wyd. CeDeWu, Warszawa 2008.

Other teaching materials: