

Internet marketing - opis przedmiotu

Informacje ogólne	
Nazwa przedmiotu	Internet marketing
Kod przedmiotu	04.7-WM-BizEIP-MarkInter-Er
Wydział	Wydział Informatyki, Elektrotechniki i Automatyki
Kierunek	Biznes elektroniczny
Profil	praktyczny
Rodzaj studiów	Program Erasmus pierwszego stopnia
Semestr rozpoczęcia	semestr zimowy 2020/2021

Informacje o przedmiocie	
Semestr	5
Liczba punktów ECTS do zdobycia	4
Typ przedmiotu	obowiązkowy
Język nauczania	angielski
Sylabus opracował	• dr inż. Joanna Cyganiuk

Formy zajęć					
Forma zajęć	Liczba godzin w semestrze (stacjonarne)	Liczba godzin w tygodniu (stacjonarne)	Liczba godzin w semestrze (niestacjonarne)	Liczba godzin w tygodniu (niestacjonarne)	Forma zaliczenia
Wykład	15	1	-	-	Zaliczenie na ocenę
Projekt	30	2	-	-	Zaliczenie na ocenę

Cel przedmiotu

The aim of the course is to familiarize students with methods and techniques of effective Internet marketing, including marketing strategies in the Internet, promotions, marketing research, ethics and the legal use of Internet marketing, as well as to acquire the ability to use appropriate marketing techniques and the ability to assess adopted strategies. Students are also familiarized with examples of Internet marketing strategies for the EU market.

Wymagania wstępne

Internet technologies, Websites designing, e-Commerce and e-service,

Zakres tematyczny

Lecture:

Traditional marketing, internet marketing. Pros and cons of internet marketing. Effective use of the Internet. Internet marketing tools. The cost of internet marketing. The use of the Internet in a company's marketing. Search engine advertising. Advertising campaigns: Google Adwords. SEO: principle, penalties. Promotion in the Internet: advertising, public relation, advergaming, loyalty programs, performance marketing, affiliate, viral and whisper marketing. M-marketing. Content marketing. Email Marketing. E-mail communication. Marketing on social networks. Marketing automation. Internet marketing research. Benchmarking. Internet marketing depending on the company's business profile: commercial, production and service activities. Non-profit marketing. Ethics of using the Internet in marketing. Legal aspects of internet marketing. Internet marketing mistakes.

Project:

Project includes the use of internet resources in conducted marketing activities for chosen and designed by the student his/her own business activity (service, commercial, production activity), including development of an internet marketing strategy, selection of the best method of reaching a client ensuring marketing success in the Internet (among others selection and development of internet advertising methods, communication with the client) as well as visualization of the effects of implementing marketing activities.

Metody kształcenia

Lecture - conventional lecture with the use a video projector.

Laboratory - practical classes given in the computer laboratory.

Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
Is able to obtain information from literature and from the Internet, is able to draw conclusions and interpret obtained information.		• projekt	• Projekt
Is able to properly set priorities for realization of a specific task.		• projekt	• Projekt
Has structured knowledge in the field of marketing and conducting advertising campaigns on the Internet.		• sprawdzian z progami punktowymi	• Wykład

Opis efektu	Symbol e efektów	Metody weryfikacji	Forma zajęć
Is aware of the role of professional ethics in the internet marketing.		• projekt	• Projekt
Has extended knowledge of information acquisition with particular emphasis on internet sources.		• sprawdzian z progami punktowymi	• Wykład
Can independently and in a team carry out design and programming works for the needs of internet marketing.		• projekt	• Projekt
He can choose the strategy of conducting an internet advertising campaign.		• projekt	• Projekt
Can use social media to achieve marketing goals.		• projekt	• Projekt

Warunki zaliczenia

Lecture - written test carried out at the end of the semester.

Project - realization of the assigned project: the final grade is the weighted sum of the grades obtained for the realization of individual elements of the training course and the form of its presentation. The contribution of individual elements of the grade: the selection of marketing strategies and methods of its realization supported by collected market knowledge 30%, prepared forms of promotion of the company on the Internet - marketing 40%, visual presentation of marketing activities 30%.

Literatura podstawowa

1. Judy Strauss , Raymond Frost, Alexa Fox; E-marketing: International Student Edition; Routledge ; 2018;
2. Sushila Madan; E- Marketing; Scholar Tech Press; 2018;
3. Chad White; Email Marketing Rules: A Step-by-Step Guide to the Best Practices that Power Email Marketing Success; CreateSpace Independent Publishing Platform; 2014;
4. Andreas Ramos; The Big Book of Content Marketing; andreas.com; 2017;
5. David M. Scott; The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, Newsjacking, and Viral Marketing to Reach Buyers Directly; John Wiley & Sons; 2017;
6. Dhruv Grewal; M: Marketing; McGraw-Hill Education; 2016;
7. Stacy Landreth Grau; Marketing for Nonprofit Organizations; Oxford University Press; 2014;

Literatura uzupełniająca

1. Gini Graham Scott; he Complete Guide to Email Marketing: Book V: Buying and Validating Email Lists for Large Mailings; 2017;

Uwagi

Zmodyfikowane przez dr hab. inż. Marcin Mrugalski, prof. UZ (ostatnia modyfikacja: 24-04-2020 14:51)

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