

Internet marketing - course description

General information	
Course name	Internet marketing
Course ID	04.7-WM-BizEIP-MarkInter-Er
Faculty	Faculty of Computer Science, Electrical Engineering and Automatics .
Field of study	E-business
Education profile	practical
Level of studies	First-cycle Erasmus programme
Beginning semester	winter term 2021/2022

Course information	
Semester	5
ECTS credits to win	4
Course type	obligatory
Teaching language	english
Author of syllabus	<ul style="list-style-type: none">dr inż. Joanna Cyganiuk

Classes forms					
The class form	Hours per semester (full-time)	Hours per week (full-time)	Hours per semester (part-time)	Hours per week (part-time)	Form of assignment
Lecture	15	1	-	-	Credit with grade
Project	30	2	-	-	Credit with grade

Aim of the course

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.

Prerequisites

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

Scope

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.

Teaching methods

Lecture - conventional lecture with the use a video projector.

Laboratory - practical classes given in the computer laboratory.

Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
Is able to obtain information from literature and from the Internet, is able to draw conclusions and interpret obtained information.		<ul style="list-style-type: none">a project	<ul style="list-style-type: none">Project
Is able to properly set priorities for realization of a specific task.		<ul style="list-style-type: none">a project	<ul style="list-style-type: none">Project
Has structured knowledge in the field of marketing and conducting advertising campaigns on the Internet.		<ul style="list-style-type: none">a test with score scale	<ul style="list-style-type: none">Lecture

Outcome description	Outcome symbols	Methods of verification	The class form
Is aware of the role of professional ethics in the internet marketing.		• a project	• Project
Has extended knowledge of information acquisition with particular emphasis on internet sources.		• a test with score scale	• Lecture
Can independently and in a team carry out design and programming works for the needs of internet marketing.		• a project	• Project
He can choose the strategy of conducting an internet advertising campaign.		• a project	• Project
Can use social media to achieve marketing goals.		• a project	• Project

Assignment conditions

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%.

Recommended reading

1. Nicholas Papagiannis, Effective SEO and Content Marketing: The Ultimate Guide for Maximizing Free Web Traffic; Wiley; 2020;
2. Judy Strauss , Raymond Frost, Alexa Fox; E-marketing: International Student Edition; Routledge ; 2018;
3. Tracy Tuten, Social Media Marketing; SAGE Publications Ltd; 2021
4. Sushila Madan; E- Marketing; Scholar Tech Press; 2018;
5. Chad White; Email Marketing Rules: A Step-by-Step Guide to the Best Practices that Power Email Marketing Success; CreateSpace Independent Publishing Platform; 2014;
6. Andreas Ramos; The Big Book of Content Marketing; andreas.com; 2017;
7. 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;
8. Dhruv Grewal; M: Marketing; McGraw-Hill Education; 2016;
9. Stacy Landreth Grau; Marketing for Nonprofit Organizations; Oxford University Press; 2014;
10. Marc Guberti, Content Marketing Secrets: How To Create, Promote, And Optimize Your Content For Growth And Revenue (Grow Your Influence Series); CreateSpace Independent Publishing Platform; 2017;

Further reading

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

Notes

Modified by dr inż. Joanna Cyganiuk (last modification: 13-07-2021 17:56)

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