

Mobile marketing - opis przedmiotu

Informacje ogólne	
Nazwa przedmiotu	Mobile marketing
Kod przedmiotu	04.7-WM-BizEIP-MarkMob-Er
Wydział	Wydział Informatyki, Elektrotechniki i Automatyki
Kierunek	Biznes elektroniczny
Profil	praktyczny
Rodzaj studiów	Program Erasmus pierwszego stopnia
Semestr rozpoczęcia	semestr zimowy 2021/2022

Informacje o przedmiocie	
Semestr	6
Liczba punktów ECTS do zdobycia	3
Typ przedmiotu	obieralny
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
Laboratorium	15	1	-	-	Zaliczenie na ocenę

Cel przedmiotu

The aim of the course is to familiarize students with the methods and techniques of effective mobile marketing, mobile marketing strategies and the principles of a mobile advertising campaign, marketing research, promotions, marketing campaigns; acquiring the ability to use mobile marketing techniques; acquiring the ability to assess adopted strategies in mobile marketing.

Wymagania wstępne

Internet technologies, Websites designing, e-Commerce and e-service, Business application programming, Mobile technologies for e-Business, Internet marketing

Zakres tematyczny

Lecture:

Forms of mobile activity. A company in the mobile world. The impact of mobile technologies on the functioning of enterprises: increasing marketing activities, shaping shopping preferences. Mobile strategy: brand and awareness, mobility in customer relationship management, mobility in advertising, marketing and sales. Information gathering: primary and secondary research. Mobile recipient and its possibilities. Advertising space. Mobile Internet in marketing. Advertising campaigns in the mobile channel. SEO. SEM. AdWords for mobile. Types of mobile advertising. SMS marketing. MMS marketing. Mobile emails. Mobile applications for marketing purposes. Mobile game marketing. Ambient media in mobile marketing. QR codes in marketing. Augmented reality. Mobile advertising networks. Success and mobile project.

Laboratory:

The use of mobile Internet resources in conducted marketing activities for designed and selected by the student his/her own activity (own business) of service, commercial or production character, including development of a mobile marketing strategy, selection of the best method of reaching the client ensuring marketing success (including choice and developing mobile advertising methods, communication with the client, engaging the client) and visualization of the effects of implementing marketing activities in mobile marketing.

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
Has the skills to work and communicate in a team implementing marketing ventures.	wykonanie sprawozdań laboratoryjnych	Laboratorium

Opis efektu	Symbol e efektów Metody weryfikacji	Forma zajęć
He can choose the strategy of conducting a mobile advertising campaign.	• wykonanie sprawozdań laboratoryjnych	• Laboratorium
Can independently and in a team carry out design and programming works for the needs of mobile marketing.	• wykonanie sprawozdań laboratoryjnych	• Laboratorium
Is able to properly set priorities for realization of a specific task.	• wykonanie sprawozdań laboratoryjnych	• Laboratorium
Is able to obtain information from literature and from the Internet, is able to draw conclusions and interpret obtained information.	• wykonanie sprawozdań laboratoryjnych	• Laboratorium
Has extended knowledge of information acquisition with particular emphasis on internet sources.	• sprawdzian z progami punktowymi	• Wykład
Has structured knowledge in the field of marketing and running advertising campaigns on the mobile Internet.	• sprawdzian z progami punktowymi	• Wykład
Can use social media to achieve marketing goals.	• wykonanie sprawozdań laboratoryjnych	• Laboratorium

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: selection of mobile marketing strategy and methods of its realization supported by collected market knowledge 30%, prepared forms of company promotion on the mobile Internet - marketing 40%, visual presentation of mobile marketing activities 30%.

The final grade is 50% of the lecture grade plus 50% of the laboratory grade.

Literatura podstawowa

1. Danel Rowles, Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising, Kogan Page, 2017,
2. Michael Becker, Paul Berney, Michael Hanley, Mary B. McCabe, Mobile Marketing Essentials, Stukent, 2016,
3. Mahmud Akhter Shareef, Mobile Marketing Channel Online Consumer Behavior, Springer, 2016,
4. David Scott, The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly, Gildan Media on Dreamscape Audio, 2016,
5. Gerardus Blokdyk, Mobile Marketing Complete Self-Assessment Guide, CreateSpace Independent Publishing Platform, 2017,
6. Nick Smith, Mobile Marketing In A Week: Build The Ultimate Mobile Marketing System In Seven Simple Step, Teach Yourself, 2019,
7. Alexander Morgan, SEO for Business 2019: Step-by-Step Beginners Guide to Growth using Search Engine Optimization, Google Analytics, Adwords, and other Marketing Strategies, Independently published, 2018

Literatura uzupełniająca

1. Shintaro Okazaki, Fundamentals of Mobile Marketing: Theories and practices, Peter Lang Inc., 2012,

Uwagi

Zmodyfikowane przez dr hab. inż. Marek Kowal, prof. UZ (ostatnia modyfikacja: 12-07-2021 11:41)

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