



COURSE DESCRIPTION

Course code	full-time studies	
	part-time-studies	
Course name	HES 2 Podstawy marketingu internetowego	
Course name in English	HES 2 The basics of internet marketing	
Valid from academic year	2022/23	

PLACEMENT IN THE TEACHING PROGRAM

Field of study	Computer Science
Level of education	1st degree
Studies profile	General
Form and method of teaching classes	Full-time and part-time studies
Specialization	All specializations / Information systems / Computer graphics / Information and communica- tion technology
Organizational unit responsible for the course	Katedra Informatyki Stosowanej
Course coordinator	Dr inż. Ludomir Tuszyński
Approved by	Dean of the Faculty of Electrical Engineering, Automatic Control and Computer Science Roman Denziak, KUT prof., DSc, PhD

GENERAL CHARACTERISTIC OF THE COURSE

Course affiliation	Subject of general education	
Course status	Selectable	
Language	Polish	
Semester	full-time studies	Semester IV
	part-time-studies	Semester II / Semester III
Requirements		
Exam (YES/NO)	NO	
ECTS	1	

Course form		lecture	classes	laboratory	project	other
Hours per semester	full-time studies	15				
	part-time-studies	9				

LEARNING RESULTS

Category	Result Symbol	Learning Results	References to the field of study results
Knowledge	W01	Student has basic knowledge of Internet marketing.	INF_W24
	W02	Student has a structured knowledge in the creation and functioning of websites.	INF_W24
	W03	Student knows the mechanisms of promotion on the Internet.	INF_W24
	W04	Student knows the principles of the method of online marketing research.	INF_W24
Skills	U01	Student can design the course of a marketing campaign on the Internet.	INF_U24
	U02	Student can use e-marketing tools.	INF_U24
Social competence	K01	Student is aware of the need to know the use of the Internet in marketing.	INF_K3, INF_K4, INF_K5

COURSE CONTENT

Course Form	Content
lecture	<ol style="list-style-type: none"> 1. The concept of Internet marketing, the essence of marketing activities on the Internet, tendencies in Internet marketing. 2. Internet marketing-mix (tools, methods). 3. Website as an important element of e-marketing (principles of creating pages, positioning of pages, SEO). 4. Promotion on the Internet (advertising, loyalty programs, promotional campaigns).. 5. Effective e-mail marketing (tools, material preparation, spamming). 6. Conducting marketing research via the Internet. 7. Social media marketing.

LEARNING RESULTS VERIFICATION METHODS

Result Symbol	Learning results verification methods					
	Oral Exam	Written Exam	Midterm	Project	Report	Other
W01			X			
W02			X			
W03			X			
W04			X			
U01			X			
U02			X			
K01			X			

ASSESSMENT FORMS AND CRITERIA

Course Form	Assessment Form	Assessment Criteria
lecture	passing with a grade	Obtaining at least 50% of the points from the colloquium

STUDENT'S VOLUME OF WORK

ECTS Balance												
No.	Activity Type	Student Involvement										Unit
		full-time studies					part-time-studies					
		Lec	C	Lab	P	S	Lec	C	Lab	P	S	
1.	Participation in classes according to the schedule	15					9					h
2.	Other (consultations, exams)	2					1					h
3.	Total with the direct assist of an academic teacher	17					10					h
4.	Number of ECTS, that students obtains with the direct assist of an academic teacher	0,68					0,4					ECTS
5.	Hours of unassisted student work	8					15					h
6.	Number of ECTS that student obtains working unassisted	0,32					0,6					ECTS
7.	Practical classes volume of work	0					0					h
8.	Number of ECTS obtained by student at practical classes	0,0					0,0					ECTS
9.	Total student's volume of work expressed in hours	25					25					h
10.	ECTS						1					ECTS

BIBLIOGRAPHY

1. Berkley H., Marketing internetowy w małej firmie, Helion, Gliwice 2009.
2. Gibson S., Marketing partyzancki w mediach społecznościowych, Wolters Kluwer Polska, Warszawa 2011.
3. Kartajaya H., Kotler P., Setiawan I., Marketing 3.0, MT Biznes, Warszawa 2010.
4. Michalak P. R., Marketing wirusowy w Internecie, Helion, Gliwice 2009.
5. Podlaski A., Marketing społecznościowy, Helion, Gliwice 2011.
6. Thurow S., Pozycjonowanie w wyszukiwarkach internetowych, Helion, Gliwice 2008.
7. Żukowski M., Twoja firma w Social media. Podręcznik marketingu internetowego dla małych i średnich przedsiębiorstw, Onepress 2016.