

CARD OF COURSE

Subject name	Content and image in e-marketing
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1. LOCATION OF THE SUBJECT IN THE SYSTEM OF STUDIES

1.1. Programme	Management
1.2. Mode of study	Full time studies
1.3. Level of degree	First cycle studies
1.4. Profile	Practical

1.5. Unit running the subject	M12-S1
1.6. Speciality	
1.7. Lecturer responsible for the subject	mgr inż. Małgorzata Lipczyńska, EMBA

2. GENERAL CHARACTERISTICS OF COURSE

2.1. Connection with a subject group	Content and image in e-marketing
2.2. Total credits (ECTS)	1
2.3. Language of instruction	English
2.4. Semesters in which the subject is carried out	2
2.5. Criterion for selection of listeners	

3. LEARNING OUTCOMES AND METHOD OF CONDUCTING CLASSES

3.1. Aim of the subject

Lp.	Aim of the subject
C1	Acquisition of knowledge in the field of design and content creation.
C2	Acquiring the knowledge to use appropriate methods and tools in content marketing.
C4	Acquiring skills in identifying and resolving dilemmas related to principles of designing visual content.
C5	Acquisition of knowledge and skills in the field of contemporary concepts of management through digital strategy development and digital marketing.
C6	Developing specific own goals and personal development.

3.2. Learning outcomes, divided into KNOWLEDGE, SKILLS AND COMPETENCIES, with reference to learning outcomes for an area (s) and a field of study

Lp.	Description of learning outcomes	Reference to the learning outcomes
	After completing the subject, student in the range of KNOWLEDGE , can	

W1	Has knowledge of managers' qualifications and the organizational tasks they face.	Z2_W02 P7S_WG
W2	He knows key communications concepts for digital marketing (customer engagement, permission marketing, content marketing).	Z2_W02 P7S_WG
W3	He knows the digital marketing strategy as a channel marketing strategy.	Z2_W04 P7S_WG
W4	Knows the rules of visual content design.	Z2_W04 P7S_WG
After completing the subject, student in the field of SOCIAL COMPETENCES , can		
K1	Present the effect of work.	Z2_K02 P7S_KK
K2	Uses comments to develop his skills.	Z2_K03 P7S_KK
K3	Ready to fulfill professional roles responsibility.	Z2_K03 P7S_KK

3.1.3.3. Type of classes and number of hours – Full time studies (ST), Part time studies (NST)

Mode of study	Lecture	Discussions	project	works-hops	Lab	Seminar	lecture-ship	Additional Online (form)	Others	ECTS
ST	8									1

3.4. Curriculum content (separately for each type of classes: (Lecture, Discussions, project workshops, Lab, Seminar, lectureship)

TYPE OF LECTURES: Lecture

Lp.	Content of lectures	Form of teaching			
		FULL TIME STUDIES		PART TIME STUDIES	
		CLASSES	PLATFORM	CLASSES	PLATFORM
1.	Digital marketing and multichannel marketing. Digital marketing strategy (key features, application, benefits).		X		
2.	Digital marketing communications.		X		
3.	Environmental scanning and online marketplace analysis.		X		
4.	Digital strategy development.		X		
5.	The Internet and the marketing mix.		X		
6.	Form and content – content creation.		X		
7.	Copywriting and content marketing.		X		
8.	Principles of designing visual content. Marketing communications using digital media channels.		X		
9.	Evaluation and improvement of digital channel performance.		X		

3.5 Methods of evaluation of learning outcomes (in relation to particular effects)

Learning outcome	Form of evaluation							
	Oral exam	Written exam	Project	Test	Home-work	Paper Report	Discussion	Others
W1				X				
W2				X				
W3				X				
W4				X				
K1				X				
K2				X				
K3				X				

3.6. Criteria for assessing the achieved learning outcomes

Learning outcome	Student receiving a grade 3 is able to:	Student receiving a grade 4 is able to:	Student receiving a grade 5 is able to:
W1	Student is able to explain the key features of digital strategy. Student can explain digital media channels to support business objectives.	Student is able to explain the key features of digital strategy. Student can explain digital media channels to support business objectives.	Student is able to explain the key features of digital strategy. Student can explain digital media channels to support business objectives.
W2	Student is able to explain the key communications concepts	Student is able to explain the key communications concepts	Student is able to explain the key communications concepts for digital

	for digital marketing. Student is able to list elements of content management that need to be planned and managed.	for digital marketing. Student is able to list elements of content management that need to be planned and managed. He/she knows the rules of creating content. Student is able to explain principles of designing visual content. He/she knows the rules of marketing communications using digital media channels.	marketing. Student is able to list elements of content management that need to be planned and managed. He/she knows the rules of creating content. Student is able to explain principles of designing visual content. He/she knows the rules of marketing communications using digital media channels. Student is able to explain digital strategy formulation and strategy implementation.
W3	Student is able to apply the elements of the marketing mix in an online context. He is able to apply digital media channels. He understand terms and tools used to measure and improve digital marketing effectiveness.	Student is able to apply the elements of the marketing mix in an online context and evaluate the opportunities that the Internet makes available for varying the marketing mix. He is able to apply digital media channels. He understand terms and tools used to measure and improve digital marketing effectiveness.	Student is able to apply the elements of the marketing mix in an online context and evaluate the opportunities that the Internet makes available for varying the marketing mix. He knows determining what customers value. He is able to apply digital media channels. He understand terms and tools used to measure and improve digital marketing effectiveness. He is able to develop an appropriate process to collect measures for digital marketing effectiveness. He is able to identify the activities necessary when managing an online presence.
K1	He can think in an entrepreneurial way, is focused on the implementation of tasks and achievement of the set goals.	He can think and act in an entrepreneurial and creative way, is oriented towards the implementation of tasks and achievement of the set goals.	He can think and act in an entrepreneurial and creative way, is oriented towards the implementation of tasks and the achievement of goals, has the ability to make decisions.

3.7. Literature

1. Pulizzi J. „Content Inc.: Start a Content-First Business, Build a Massive Audience and Become Radically Successful”, McGraw-Hill Education Ltd, 2021.
2. Lieb R. „Content Marketing: Think Like a Publisher - How to Use Content to Market Online and in Social Media” 1st edition, Que Publishing, 2012.
3. Miller D. „Building a Storybrand: Clarify Your Message So Customers Will Listen”, Harpercollins Leadership, 2017.
4. McCoy J. „Practical Content Strategy & Marketing: The Content Strategy Certification Course Student Guidebook”, 2017.

4. STUDENT’S WORKLOAD – BALANCE OF CREDITS (ECTS)

Activity	Student workload	
	Full time studies	Part time studies
CONTACT HOURS (activities that require direct participation of an academic teacher)	8	
Participation in lectures	8	
Consultation (min. 10% of hours provided for any form of classes)	1	
STUDENT’S OWN WORK		

Independent study on the subject of lectures and completion of homework	12	
Self-preparation for other classes than lecture (project etc.)		
Preparation for evaluation	5	
Preparation for evaluation and passing an exam		
TOTAL STUDENT WORKLOAD	25	
Credits (ECTS) for a subject	1	

Date of last change	14.03.2022
Zmiany wprowadził	Małgorzata Lipczyńska
Zmiany zatwierdził	