

**FACULTY OF MANAGEMENT****SUBJECT CARD****Name of subject in Polish: Marketing cyfrowy i media społecznościowe****Name of subject in English: Digital Marketing and Social Media****Main field of study (if applicable): Business Engineering****Specialization (if applicable): Business Intelligence****Profile: academic****Level and form of studies: 2nd level studies, full-time****Kind of subject: obligatory****Subject code: W08IZZ-SM8009G****Group of courses: Yes**

	Lecture	Classes	Laboratory	Project	Seminar
Number of hours of organized classes in University (ZZU)	<b>15</b>		<b>30</b>	<b>15</b>	
Number of hours of total student workload (CNPS)	<b>25</b>		<b>50</b>	<b>25</b>	
Form of crediting	<b>crediting with grade</b>		<b>crediting with grade</b>	<b>crediting with grade</b>	
For group of courses mark (X) final course				<b>X</b>	
Number of ECTS points	<b>1</b>		<b>2</b>	<b>1</b>	
including number of ECTS points for practical classes (P)				<b>2</b>	
including number of ECTS points corresponding to classes that require direct participation of lecturers and other academics (BU)	<b>0,68</b>		<b>1,28</b>	<b>0,68</b>	

**PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**

1. Student has basic knowledge of using computer and internet applications.
2. Student has profiles on various social media platforms such as Facebook, LinkedIn, Twitter (now X), Instagram (optional)

**SUBJECT OBJECTIVES**

- C1 To provide students with an understanding of the strategic and tactical issues of digital marketing and social media.
- C2 To equip students with professional, intellectual and key transferable skills consistent with professional standards in online marketing.
- C3 To equip students with the ability to learn and work autonomously in the pursuit of creative and digital strategies and business solutions.

**SUBJECT EDUCATIONAL EFFECTS****Relating to Knowledge:**

PEU\_W01: Relevant knowledge of digital marketing and social media, its associated technologies, its management, and the ecosystem in which it is applied and managed.

PEU\_W02: Understanding of tools and techniques which are sufficient to allow comprehensive investigation into relevant digital marketing and social media related issues.

**Relating to skill:**

PEU\_U01: Ability to make effective use of digital and social media for business marketing.

PEU\_U02: Ability to adapt and demonstrate originality, insight and critical and reflective skills so as to make informed decisions in dynamic online environment.

PEU\_U03: Ability to communicate effectively both orally and in writing, using a range of media

<b>PROGRAMME CONTENT</b>		
<b>Lecture</b>		<b>No. of hours</b>
Lec 1	Introduction to the course, requirements, and evaluation	1
Lec 2	Landscape of digital marketing and social media	2
Lec 3	Digital marketing strategies and campaigns	2
Lec 4	Digital media and marketing mix	2
Lec 5	Search Engine Optimization and Search Engine Marketing	2
Lec 6	Social media marketing and relationship marketing using digital platforms	2
Lec 7	Social media marketing strategy	2
Lec 8	Social media analytics	2
	<b>Total hours</b>	<b>15</b>
<b>Laboratory</b>		<b>No. of hours</b>
Lab 1	Laboratory rules, regulations, and introduction to platforms to be used	2
Lab 2	Digital presence of organization and the products/services	2
Lab 3	Acquainting with elements of digital marketing and webpage for the organization	2
Lab 4	Acquainting with social media platforms	2
Lab 5	Social Media Marketing – organic and paid	2
Lab 6	Search Engine Optimization	2
Lab 7	Search Engine Marketing	2
Lab 8	Marketing effectiveness metrics	2
Lab 9	Experimenting with digital marketing strategies	2
Lab 10	Experimenting with digital marketing tactics	2
Lab 11	Experimenting with action plan (When, Where, Who, How + %Budget and KPIs)	2
Lab 12	Using Generative AI for content creation	2
Lab 13	Creating content for webpage and writing blogs	2
Lab 14	Creating social media content and ads	2

Lab 15	Analyzing marketing performance	2
<b>Total hours</b>		<b>30</b>
<b>Project</b>		<b>No. Of Hours</b>
Proj 1	Discussion on the project outline and selecting a business (real or imaginary)	1
Proj 2	Creating a comprehensive digital marketing strategy	2
Proj 3		2
Proj 4	Creating a comprehensive social media marketing strategy	2
Proj 5		2
Proj 6	Creating content for implementation of the strategies	2
Proj 7		2
Proj 8	Final presentations and group discussion	2
<b>Total hours</b>		<b>15</b>

<b>TEACHING TOOLS USED</b>	
N1 Lecture information N2 Multimedia presentation N3 Flipped classroom N4 Demonstrations N5 Collaboration and group discussion N6 Team work on Microsoft Teams or similar team work software/web-platform N7 Documentation and debriefing N8 Group feedback	

#### **EVALUATION OF SUBJECT LEARNING OUTCOMES ACHIEVEMENT**

<b>Evaluation</b> (F – forming during semester), P – concluding (at semester end)	<b>Learning outcomes code</b>	<b>Way of evaluating learning outcomes achievement</b>
F1	PEU_W01, PEU_W02	Lab Tasks
F2	PEU_W01, PEU_W02, PEU_U01, PEU_U02, PEU_U03	Final Report & Presentation
$P = F1 * 30\% + F2 * 70\%$ To pass the course a student is required to collect at least 50% in each F1 and F2 respectively. (3 from 50%, 3.5 from 60%, 4.0 from 70%, 4.5 from 80%, 5.0 from 90%, 5.5 from 99%)		

<b>PRIMARY AND SECONDARY LITERATURE</b>
<b><u>PRIMARY LITERATURE:</u></b> i) Chaffey, Dave, and Fiona Ellis-Chadwick. Digital marketing. Pearson UK, 2019. ii) Tuten, Tracy L. Social media marketing. Sage, 2020. <b><u>SECONDARY LITERATURE:</u></b> iii) Hanlon, Annmarie. Digital marketing: Strategic planning & integration. Sage, 2018. iv) West, Douglas C., John Battice Ford, and Essam Ibrahim. Strategic marketing: creating competitive advantage. Oxford University Press, USA, 2015.

- v) Heinze, Aleksej, et al., eds. Digital and social media marketing: a results-driven approach. Routledge, 2020.
- vi) Chawla, Yash, and Grzegorz Chodak. Social media marketing for businesses: organic promotions of web-links on Facebook. Journal of Business Research. 2021, vol. 135, pp. 49-65.
- vii) Chodak, Grzegorz, et al. "The effectiveness of marketing communication in social media." ECSM 2019 6th European Conference on Social Media. Academic Conferences and Publishing Limited Sonning Common, UK, 2019.

**SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)**

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