FACULTY OF COMPUTER SCIENCE AD MANAGEMENT

SUBJECT CARD

Name in Polish Marketing w społeczeństwie informacyjnym
Name in English Marketing in the information society
Main field of study (if applicable): MANAGEMENT
Specialization (if applicable): ORGANIZATIONAL MANAGEMENT
Level and form of studies: 1ˢᵗ level, full-time
Kind of subject: obligatory
Subject code ZMZ1244
Group of courses NO

	Lecture	Classes	Laboratory	Project	Seminar
Number of hours of organized classes in University (ZZU)	**30**	**30**			
Number of hours of total student workload (CNPS)	**120**	**60**			
Form of crediting	**Examination**	**Crediting with grade**			
For group of courses mark (X) final course					
Number of ECTS points	**4**	**2**			
including number of ECTS points for practical (P) classes		**2**			
including number of ECTS points for direct teacher-student contact (BK) classes	**1,0**	**1,0**			

*delete as applicable

PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES
1. None
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SUBJECT OBJECTIVES

C1. Introducing to basic marketing concepts, their evolution and present challenges, especially in regard of digital media.
C2. Provide an overview of marketing strategies in the social, technological and international context.
C3. Developing conceptual and analytical marketing skills necessary for modern marketers.

SUBJECT EDUCATIONAL EFFECTS

Relating to knowledge:
PEK_W01 – Understand how the basic principles of marketing are influenced by a variety of social, technological, cultural and economic issues.
PEK_W02 – Understand the basic principles, objectives, and problems in digital and international marketing channels.
Relating to skills:
PEK_U01 – Be able to plan and develop various marketing activates using modern methods of communication.
PEK_U02 – Be able to coordinate virtual and global marketing activities.

Relating to social competences:

PEK_K01 – Be aware of international and cross-cultural issues in marketing and digital media.

PROGRAMME CONTENT

Form of classes - lecture		Number of hours
Lec 1	**Introduction to marketing concept and process**	**2**
Lec 2	**Traditional marketing-mix**	**2**
Lec 3	**Information society and its influence on marketing strategies**	**2**
Lec 4	**Evolution of the new type of customers (prosumers)**	**2**
Lec 5	**Impact of the Internet on marketing activities**	**2**
Lec 6	**Products and customers**	**2**
Lec 7	**Prices and costs**	**2**
Lec 8	**Promotion and communication**	**2**
Lec 9	**Distribution and convenience**	**2**
Lec 10	**Personnel and competence**	**2**
Lec 11	**Process and capability**	**2**
Lec 12	**Physical environment and cultural context**	**2**
Lec 13	**Multinational and intercultural communication**	**2**
Lec 14	**New forms of marketing activities in virtual and real world**	**2**
Lec 15	**Exam**	**2**
	Total hours	**30**
Form of classes - class		Number of hours
Cl 1	**Evolution of marketing**	**2**
Cl 2	**Key thinkers in marketing**	**2**
Cl 3	**Modern marketing**	**2**
Cl 4	**Information society**	**2**
Cl 5	**Prosumerism**	**2**
Cl 6	**New products and services**	**2**
Cl 7	**Alternative pricing strategies**	**2**
Cl 8	**New forms of distribution**	**2**
Cl 9	**Push vs. Pull**	**2**
Cl 10	**Advertising**	**2**
Cl 11	**SEM and SEO**	**2**
Cl 12	**Social media marketing and Public Relations**	**2**
Cl 13	**International issues**	**2**

Cl 14	**Intercultural issues**	**2**
Cl 15	**Future trends in marketing**	**2**
	Total hours	**30**

Form of classes - laboratory		**Number of hours**
Lab 1		
	Total hours	

Form of classes - project		**Number of hours**
Proj 1		
	Total hours	

Form of classes - seminar		**Number of hours**
Sem 1		
	Total hours	

TEACHING TOOLS USED
N1. Informative lectures N2. Discussion-based lectures N3. Multimedia presentation N4. Class discussion N5. Oral presentation N6. Case studies

EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT

Evaluation (F – forming (during semester), P – concluding (at semester end)	Educational effect number	Way of evaluating educational effect achievement
P1 (lecture)	**PEK_W01, PEK_W02, PEK_K01**	Exam
F1 (classes)	**PEK_U01 PEK_U02 PEK_K01**	Oral presentation
F2 (classes)	**PEK_U01 PEK_U02 PEK_K01**	Report
C2 (classes) = 0,5*F1 + 0,5*F2		
PRIMARY AND SECONDARY LITERATURE		

PRIMARY LITERATURE:

[1] Adam Dzidowski, Marketing in the information society (under development)

SECONDARY LITERATURE:

[1] Judy Strauss, Raymond Frost, E-Marketing: International Version, Pearson, 2012
[2] Dave Chaffey, Fiona Ellis-Chadwick, Digital Marketing: Strategy, Implementation and
     Practice, Pearson, 2012
[3] Efraim Turban, David King, Electronic Commerce, Pearson, 2012

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

Adam Dzidowski, adam.dzidowski@pwr.wroc.pl

MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT
Marketing in the information society
AND EDUCATIONAL EFFECTS FOR MAIN FIELD OF STUDY
MANAGEMENT
AND SPECIALIZATION **ORGANIZATIONAL MANAGEMENT**

Subject educational effect	Correlation between subject educational effect and educational effects defined for main field of study and specialization (if applicable)**	Subject objectives***	Programme content***	Teaching tool number***
PEK_W01 (knowledge)	**K1_ZARZ_W09 K1_ZARZ_W10 S1_ZARZ_OM_W03**	**C1, C2**	**Lec 1 - Lec 5**	**N1, N2, N3**
PEK_W02	**K1_ZARZ_W09 K1_ZARZ_W10 S1_ZARZ_OM_W03**	**C1, C2**	**Lec 6 - Lec 15**	**N1, N2, N3**
PEK_U01 (skills)	**S1_ZARZ_OM_U03**	**C3**	**Cl 1 - Cl 15**	**N4, N5, N6**
PEK_U02	**S1_ZARZ_OM_U03**	**C3**	**Cl 1 - Cl 15**	**N4, N5, N6**
PEK_K01 (competences)	**K1_ZARZ_K06**	**C1, C2, C3**	**Lec 12 - Lec 15, Cl 12 - Cl 15**	**N1, N2, N3, N4, N5, N6**

** - enter symbols for main-field-of-study/specialization educational effects

*** - from table above