

COURSE DESCRIPTION CARD

Bialystok University of Technology Faculty of Engineering Management										
Field of study	Management							Degree level and programme type	first/second degree	
Specialisation/ diploma path	-							Study profile	-	
Course name	Internet marketing							Course code	IS-FM-00110W	
								Course type	elective	
Forms and number of hours of educational activities	L	C	LC	P	SW	FW	S	Semester	winter	
		30						No. of ECTS credits	4	
Entry requirements	-									
Course objectives	The aim of the course is showing the essence of Internet marketing and its tools. It delivers the knowledge about the most important principles of creating marketing messages and campaigns on the Internet. It educates the ability to describe and analyze selected tools of Internet marketing, which are related to the creation of an organization's image on the Internet. Student is ready to work in a groups and prepare a presentation on selected Internet marketing issues.									
Course content	The essence and specifics of Internet marketing and its tools. The best online marketing campaigns. The organization's web site as part of the marketing message. Creation of an organization's image on the Web. Social media marketing. Content marketing. Search engine marketing (SEO). Video marketing and viral marketing. Real-time marketing. Relational marketing and customer loyalty.									
Teaching methods	presentations, case studies, discussion									
Assessment method	presentation on a selected tools of Internet marketing, group tasks									
Symbol of learning outcome	Learning outcomes							Reference to the learning outcomes for the field of study		
	Knowledge: the graduate knows and understands							-		
LO1	the most important aspects and essence of Internet marketing							-		
LO2	different tools of Internet marketing							-		
	Skills: the graduate is able to							-		
LO3	plan the process of advertising campaign in Internet							-		
LO4	describe and analyze tools of effective Internet marketing							-		

	Social competence: the graduate is ready to	-	
L05	work in a team and is creative	-	
Symbol of learning outcome	Methods of assessing the learning outcomes	Type of tuition during which the outcome is assessed	
L01	presentation on a selected tools of Internet marketing	C	
L02	presentation on a selected tools of Internet marketing	C	
L03	presentation on a selected tools of Internet marketing, assessment of group tasks	C	
L04	presentation on a selected tools of Internet marketing, assessment of group tasks	C	
L05	presentation on a selected tools of Internet marketing, assessment of group tasks, activity during the classes	C	
Student workload (in hours)		No. of hours	
Calculation	participation in classes	30	
	preparation for classes	15	
	analysis of the literature on the subject	15	
	preparation for presentation	15	
	preparation of group task	20	
	participation in student-teacher sessions related to the classes	5	
	TOTAL:	100	
Quantitative indicators		HOURS	No. of ECTS credits
Student workload – activities that require direct teacher participation		35	1,4
Student workload – practical activities		100	4
Basic references	<ol style="list-style-type: none"> 1. Frost R., Fox A. K., Strauss J. (2019). E-marketing. London; New York: Routledge/Taylor a. Francis Group. 2. Kelsey, Todd (2017). Introduction to Social Media Marketing: A Guide for Absolute Beginners. Berkeley, CA: Apress L. P. 3. L. Gillooly, M. Nieroda, P. Sarantopoulos (2017). Marketing communications in the digital age. Harlow: Pearson Education. 		
Supplementary references	<ol style="list-style-type: none"> 1. Niininen, Outi (2022). Contemporary Issues in Digital Marketing. Routledge: Taylor & Francis. 2. Dolbec, Pierre-Yann (2021). Digital Marketing Strategy. St. Paul, MN: Concordia University Open Textbooks. 3. Wyrwoll C. (2014). Social Media. Fundamentals, Models, and Ranking of User-Generated Content. Springer Fachmedien Wiesbaden. 		
Organisational unit conducting the course	Department of Marketing and Tourism	Date of issuing the programme	
Author of the programme	Ewelina Tomaszewska, MA	14.03.2023	

L – lecture, C – classes, LC – laboratory classes, P – project, SW – specialization workshop, FW - field work, S – seminar