**Nazwa przedmiotu:**

Mobile & Digital Marketing

**Koordynator przedmiotu:**

mgr Tomasz Tyc

**Status przedmiotu:**

Obowiązkowy

**Poziom kształcenia:**

Studia II stopnia

**Program:**

Administracja

**Grupa przedmiotów:**

Obieralne

**Kod przedmiotu:**

A22\_MDM

**Semestr nominalny:**

4 / rok ak. 2016/2017

**Liczba punktów ECTS:**

3

**Liczba godzin pracy studenta związanych z osiągnięciem efektów uczenia się:**

1. Teachings: 30h (including e-learning)

2. Individual work:45h
a) Course preparation: 10h
b) E-learning assignments: 20h
c) Project preparation: 15h

3. Total study time: 75h

**Liczba punktów ECTS na zajęciach wymagających bezpośredniego udziału nauczycieli akademickich:**

2 ECTS
1. Taking part in course: 30h
2. Office hours: 10h

**Język prowadzenia zajęć:**

polski

**Liczba punktów ECTS, którą student uzyskuje w ramach zajęć o charakterze praktycznym:**

2 ECTS
1. Taking part in course: 30h
2. Office hours: 10h

**Formy zajęć i ich wymiar w semestrze:**

|  |  |
| --- | --- |
| Wykład:  | 0h |
| Ćwiczenia:  | 30h |
| Laboratorium:  | 0h |
| Projekt:  | 0h |
| Lekcje komputerowe:  | 0h |

**Wymagania wstępne:**

A basic knowledge of Marketing is needed. Students should have taken at least a 30h-course of Marketing, taught using Ph. Kotler's philosophy and approach.
A working-level uderstanding of English is a must - all the materials as well as the overall teaching is done in English.

Furthemore, a basic knowledge of micro- and macroeconomic aspects of business is needed, as the course uses case studies and business decisions analysis on daily basis to ensure knowledge and competence transfer.

**Limit liczby studentów:**

grupa obieralna

**Cel przedmiotu:**

The outcome of the course is to prepare the students to fully use the opportunities offered by both digital & mobile marketing techniques and outlets for small and medium companies as well as independent contractors & entreupreneurs.

The knowledge gained can also be used to market nongovernomental organisations. Additionaly, a special focus will be given to e-business models.

The course will concentrate on different aspects of the present marketing landscape: a) the present legal, ethical and technological marketing environment,
b) creating and implementing marketign strategies using digital & mobile solutions and technologies,
c) managing marketing decisions concerning: pricing, distribution, communicationg and product development.

Thus students will receive skill and knowedge needed to create, manage and and evaluate the outcome of a digital marketing plan..

**Treści kształcenia:**

1. Introduction to Digital & Mobile Marketing (1h),
2. Ethical Issues and Challenges (2h),
3. A Remix for the "4P" (2h),
3. The Global Context (2h),
4. The Gobal Marketplace (2h),
5. E-Business Models (2h),
6. Market Research for the Digital & Mobile Market (2h),
7. The New (E-)Custommer (2h),
8. Segmentation for the digital age (2h),
9. Online Offerings (2h),
10. Online Value (2h),
11. Online & Digital Distribution (2h),
12. Social Networks (2h),
13. Content & Traffic (2h),
14. eCRM (2h),
15. Planning Digital & Mobile Marketing (2h),
16. Students projects presentation.

**Metody oceny:**

The final grade is determined by points (notes) obtained from (1) individual work (tests, written assignments) and (2) group work.

1. Individual work: during the term, there can be up to 6 tests or written assignments that will challenge the knowledge and skills of students. All of them will be done using the Moodle-platform e-learnign system. The tests consists of open-ended and closed questions, generated for each student from a database. This ensures that all the tests taken by the students will be unique. The written assignments consists of detailed answers to problems arising from different case studies. All the case studies are provided by HBR or equivalent source (ie.Forbes, Times, Bloomberg Business Week).

2. Group work: On-course exercises are conducted in groups. Within them, students will prepare presentations on topics provided by the lecturer. The topics will consist of different aspects of modern marketing theory or their aplication both national or international organisation, such as: data analysis, custommer segmentation or strategy preparation.All the case studies are provided by HBR or equivalent source (ie.Forbes, Times, Bloomberg Business Week). The solution prepared by each of the groups will be presented and be the subject of discussion with the courses participants.

Both individual and group work must be submitted to the lecturer using the e-learning platform. This will provide a long-term solution to save all students work(s).

**Egzamin:**

nie

**Literatura:**

Basic reference materials:
1. Judy Strauss, Raymond Frost: E-Marketing (7th International Edition). Pearson, 2014.
2. Rob Stokes and the Minds of Quirk: e-Marketing - The essential guide to marketing in a digital world (5th Edition). Quirk Education Pty (Ltd), 2013.
3. Dave Chaffey, PR Smith: Emarketing Excellence - Planning and optimizing your digital marketing (4th edition). Routledge, 2013.
4. Michael O. Leavitt, Ben Shneiderman: Research-Based Web Design & Usability Guidelines. U.S. Department of Health and Human Services (HHS) and the U.S. General Services Administration (GSA).

Additional reference materials:
1. Philip Kotler, Gary Armstrong: Principles of marketing (14th Edition). Pearson, 2012.
2. Jay Conrad Levinson, Seth Godin: The Guerrilla Marketing Handbook. Houghton Mifflin Company, 1995.

Other materials are provided by the lecturer either during the meetings or on the e-learning platform.

**Witryna www przedmiotu:**

dlastudentowpw.moodle.org.pl

**Uwagi:**

Individual login and password to the Moodle-platform e-learnign system wil be given to all participating students during the first meeting by the lecturer.

## Efekty przedmiotowe

### Profil ogólnoakademicki - wiedza

**Efekt W\_01:**

The particpant has obtained basic knowledge concerning the theory of marketing in the XXI century.

Weryfikacja:

(1) Written test(s), or (2) other written assignment(s)

**Powiązane efekty kierunkowe:** K\_W01, K\_W05

**Powiązane efekty obszarowe:** S2A\_W01, S2A\_W02, S2A\_W07, S2A\_W08, S2A\_W03, S2A\_W04

**Efekt W\_02:**

The participant is able to describe the mega-trends influencing marketing decisions in different types of organisations.

Weryfikacja:

(1) Written test(s), or (2) other written assignment(s)

**Powiązane efekty kierunkowe:** K\_W03

**Powiązane efekty obszarowe:** S2A\_W01, S2A\_W02, S2A\_W03, S2A\_W04, S2A\_W05

**Efekt W\_03:**

The participant is ready to define the resources of the organisation.

Weryfikacja:

(1) Written test(s), or (2) other written assignment(s)

**Powiązane efekty kierunkowe:** K\_W07, K\_W09

**Powiązane efekty obszarowe:** S2A\_W03, S2A\_W06, S2A\_W10, S2A\_W11, S2A\_W06, S2A\_W09

### Profil ogólnoakademicki - umiejętności

**Efekt U\_01:**

The participant has skill needed to improve the business model of the organisation

Weryfikacja:

(1) Presentation(s) of case study problem solution, or (2) Written assignment(s), or (3) Written test(s)

**Powiązane efekty kierunkowe:** K\_U03, K\_U06, K\_U11

**Powiązane efekty obszarowe:** S2A\_U01, S2A\_U02, S2A\_U03, S2A\_U04, S2A\_U07, S2A\_U01, S2A\_U02, S2A\_U03, S2A\_U06, S2A\_U08, S2A\_U09, S2A\_U10, S2A\_U11

**Efekt U\_02:**

The participant is able to prepare a marketing plan using different digital & mobile platforms that are best suited for the organisation.

Weryfikacja:

(1) Presentation(s) of case study problem solution, or (2) Written assignment(s), or (3) Written test(s).

**Powiązane efekty kierunkowe:** K\_U02, K\_U11, K\_U12

**Powiązane efekty obszarowe:** S2A\_U01, S2A\_U02, S2A\_U05, S2A\_U06, S2A\_U09, S2A\_U10, S2A\_U11, S2A\_U02, S2A\_U04, S2A\_U06

**Efekt U\_03:**

The participant is able to provide management level strategic insight on the micro- and macroenvironment of the organisation.

Weryfikacja:

(1) Presentation(s) of case study problem solution, or (2) Written assignment(s).

**Powiązane efekty kierunkowe:** K\_U01, K\_U11, K\_U12

**Powiązane efekty obszarowe:** S2A\_U01, S2A\_U02, S2A\_U05, S2A\_U06, S2A\_U09, S2A\_U10, S2A\_U11, S2A\_U02, S2A\_U04, S2A\_U06

### Profil ogólnoakademicki - kompetencje społeczne

**Efekt K\_01:**

The participant is able to work in a group - both as a leader and as a specialist.

Weryfikacja:

(1) Presentation(s) of case study problem solution.

**Powiązane efekty kierunkowe:** K\_K03, K\_K07

**Powiązane efekty obszarowe:** S2A\_K02, S2A\_K03, S2A\_K03, S2A\_K04, S2A\_K06, S2A\_K07

**Efekt K\_02:**

The participant is able to work with different interessaries of the organisation in order to
acquir needed data or market insight.

Weryfikacja:

(1) Presentation(s) of case study problem solution.

**Powiązane efekty kierunkowe:** K\_K04, K\_K05

**Powiązane efekty obszarowe:** S2A\_K01, S2A\_K03, S2A\_K06, S2A\_K07, S2A\_K03, S2A\_K04, S2A\_K07