

Subject programme

1. Introduction Subject name / subject module: E-commerce and marketing communication
2. The language of instruction: English
3. The location of the subject in study plans:
 - Area or areas of study: International Tourism and hospitality management
 - Cycle of study: first
 - Field or fields (implementation of effects standard): Tourism and Recreation
4. Supervision of subject implementation:
 - The Institute / Another unit: Department of Tourism Economy
 - The person responsible for the subject: dr inż. Katarzyna Miętkiewicz- Centała
 - People cooperating in the development of the description of the subject:.
5. The number of hours and forms¹ of teaching for individual study system and the evaluation method

Form Study system	Number of hours with the direct participation of a teacher												Number of hours with the indirect participation of a teacher					Total ECTS		
	lecture	PWS ²	ECTS ³	workshops	PWS	ECTS	fieldwork	PWS	ECTS	seminar	PWS	ECTS	b-learning	PWS	ECTS	PWS	ECTS			
Full-time	10	15	1	16	50	2,5												3,5		
Evaluation method	Zo			Zo																

6. Implementation: the recommended duration (semesters), recommended prerequisites, the relation between forms of classes⁴:
7. Specific learning outcomes - knowledge, skills and social competence⁵

Specific learning outcomes for the subject		Form ⁶	Teaching method ⁷	Methods for testing (checking, evaluation) learning outcomes ⁸
Outcome symbol ⁹	Outcome description ¹⁰			
Knowledge¹¹				
K_W03	knows the rules of tourism market operation, has a basic knowledge about the entities operating on the market and the scope and manners of their activity, is aware of their interaction, knows basic rules of organizing the tourism movement, organising and holding tourist and recreation events and of customer service at specific phases of travelling	lecture	conversational lecture	test
K_W05	has a knowledge about man, his/her needs and types of social and physiological behaviours, including various forms and examples of activity in tourism and recreation and their determining factors	lecture	problem lecture, conversational lecture	test
Skills¹²				
K_U03	can properly analyse causes and the course of selected, specific processes and phenomena related to the development of tourism and recreation	Lecture; Workshops	Problem - classic, situational	Test; case study
K_U07	can analyse the proposed solutions to specific problems and offers appropriate decisions in that regard, is able to implement proposed solutions	Lecture; Workshops	description	case study;
K_U09	prepares analyses of selected, basic problems related to tourism and recreation while using the basic methods of acquiring data, their processing and of recording the cognitive process in Polish language, taking into account basic terminology in a foreign language	Lecture; Workshops	practical exercise methods - project	Presence
Social competence¹³				

8. Assessment rules / criteria for each form of education and individual grades¹⁴

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Test 60 %, activity, works 20%, presence 20%

9. The learning contents with the form of the class activities on which they are carried out

Introduction to e-commerce and marketing communication. E-commerce fundamentals. E-commerce marketing channels and terms. Trends, successful e-commerce marketing strategy. E-commerce marketing tips and plan. Business models for e-commerce and strategy – case study, analysis.

10. Literature:

In English:

- B. Kleindl, J.L. Burrow, E-Commerce Marketing, 2004
- D. Chaffey, Digital Business and e-Commerce, Pearson, 2014
- D. Chaffey, Digital marketing, Pearson, 2015
- D. Chaffey, PR Smith, Digital Marketing Excellence, 2017
- Ch. F. Hofacker, Digital Marketing: Communicating, Selling and Connecting, 2018
- Ph. Kotler, Marketing 4.0: Moving From Traditional to Digital, 2017
- Ch. Fill, S. Turnbull, Marketing Communications, 2016,
- D. Jobber, F. Ellis-Chadwick, Principles and Practice of Marketing, 2016

In Polish:

- D. Chaffey, Digital Business i E-Commerce Management, PWN, 2016
- J. Skorupska, E-commerce, Strategia-Zarządzanie-Finanse, PWN, 2017
- B. Stawarz-Garcia, Content Marketing i social media, PWN, 2017
- T. Taranko, Komunikacja marketingowa. Istota, uwarunkowania, efekty, Gab, 2018.

11. Available educational materials divided into forms of class activities (Author's compilation of didactic materials¹⁵, e-learning materials, etc.): materials prepared by the teacher

12. Teachers implementing particular forms of education

Form of education	Name and surname
1. Lecture	dr inż. Katarzyna Miętkiewicz-Centała
2. Workshops	dr inż. Katarzyna Miętkiewicz-Centała
3.	
4.	

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Date

.....
Signature of the person responsible for the subject

¹ A maximum of 3 forms of class activities for first cycle and second cycle studies or 4 forms of class activities for engineering studies are allowed. Forms of activities in direct contact: lectures, auditorium classes, laboratory classes, tutorials, seminars, fieldwork, clinical practice, sports, language classes, project classes. Forms of class activities in indirect contact: consultation, project classes, remote classes.

² PWS: Number of hours, student's individual work

³ ECTS: 1 ECTS = 25 hours of student workload, ie. Participation in class activities and student's individual work

⁴ In the absence of relations or effects no must be entered

⁵ Number of outcomes should not exceed three for each group.

⁶ In accordance with section 5 of subject description.

⁷ Choose among: 1. **Explaining methods:** informative lecture, problem lecture, conversational lecture, storytelling, description, programmed text; 2. **Collaborating methods:** Problem - classic, situational, brainstorm, practical exercise methods - project, case studies, SWOT analysis, laboratory, experiments, observations, field measurements, a panel roundtable discussion, scored, seminar, paper; 3. **Demonstrating methods:** show, exhibition, drama, simulation

⁸ Each learning outcome must have an assigned a method for verification / assessment, eg.:

Knowledge: written work, tests, multiple tests, research report, project, oral statements (including substantive contribution to the discussions, debates, simulations), interpretation of the text, etc.

Skills: participation in discussion and debate, simulation and staging (eg. the election campaign), analysis of information on a given topic, folders, projects, exhibitions, promoting university or local community, etc., Performing tasks individually or in groups, etc.

Social competence: tests, self-assessment (oral / written), peer/ teacher assessment, observation, portfolios, case studies, etc.

⁹ The source of learning outcomes is a matrix of effects adopted for fields of study. From there, a teacher should download the symbols of effects applicable to the subject. Learning outcomes do not determine what the lecturer is to provide the students with, but define what knowledge, skills and competence students will be able to demonstrate after completion of the course and the instructor proves it. It is recommended that a description of each learning outcome begins with a verb in active voice, eg. Student knows, defines, modifies, organizes ...

¹⁰ Description of effects carried out on the subject elaborates the field of study effects.

¹¹ Knowledge about facts, principles and laws of nature, about the human mind and society, practically - associated with professional experience relating to the social ability to cooperate and communicate with different types of people and experts. Examples of verbs to be used: know, enumerate, define, classify, describe, evaluate, judge, to distinguish

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¹² Skills: the ability to complete tasks and solve problems specific to the field of learning or professional activity; Practical: the student can do something, to demonstrate, to change, to create; Cognitive: analysis, synthesis, comparison, evaluation.

¹³ Social competence: the ability to shape their own development with autonomous and responsible participation in professional and social life, including the ethical context of their conduct; component knowledge and skills, have developed in the course of operation. Examples of verbs to use: listen, speak, communicate, solve problems, challenge, propose, revise, verify, choose.

¹⁴ **Recommended rules of grading**

Percentage of each activity in the final evaluation:

The final test (test)	up to 50%
Tasks performed in the classroom	at least 20%
Homework	at least 20%
Attendance	up to 10%

Example calculation of the final grade

Participation	Grades	Calculations	To the final grade
Test	bdb (5)	$5 * 50\%$	2,50
Classroom performance	db, dst, bdb (4,3,5)	Average $(4+3+5)/3=4 \rightarrow 4 * 20\%$	0,80
Homework	ndst, db, dst (2,4,3)	Average $(2+3+4)/3=3 \rightarrow 3 * 20\%$	0,60
Attendance	6 obecności na 8	Participation of attendance $6/8=0,75 \rightarrow 0,75 * 10\%$	0,08
Final result			

An example of the scale of assessment using a variant of point assessment:

0% - 60%	ndst	81% - 90%	db
61% - 70%	dst	91% - 93%	db+
71% - 80%	dst+	94% - 100%	bdb

¹⁵ Arbitrary set of teaching materials used by the teacher while giving classes