



UNIwersytet
Andrzeja Frycza Modrzewskiego
w Krakowie

SUBJECT CARD

1. Basic information

Subject	Digital marketing
Faculty	Faculty of Management, Media and Technology
Field of study	Management
Specialisation	-----
PQF level	6 PRK
Education level	first-cycle studies
Form of studies	full-time study
Group of activities	-----
Number of ECTS credits	5
Subject type	lecture
Total number of hours	20
Didactic cycle	2025/2026
Academic semester	summer
Academic year	
Education profile	General academic
Year of implementation	2025/2026
Language of instruction	English
Person responsible for the subject	Prof. UAFM dr hab. Marta Majorek

Semestrer, number of ECTS credits, class type, number of hours

Semester	Lecture	ECTS
	.20	5

2. Subject objectives

C1	Introduction to the specificity of modern digital marketing on the international market and familiarization with modern tools of marketing. Ability to search for non-standard solutions to the problems of modern marketing, and to implement marketing strategies on a global scale using new media tools.
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3. Prerequisites

none

4. Learning content

W1	Knowledge: student has knowledge of digital marketing and knows the basic tools of ICT used by modern enterprises. Student has knowledge of effective strategies of modern enterprises using digital marketing in their activities.	
U1	Skills: Student is able to recognize and interpret the opportunities and threats in the environment (in particular in the international environment available through electronic tools)	
U2	Student is able to choose the correct marketing activities in relation to the existing situation.	
U3	Student is able to plan the correct strategy for the use of appropriate new media tools.	
K1	Social competence: Student recognizes the importance of multifaceted communication in relation to building consumer loyalty, is aware of the advantages of social connections and is able to actively develop them.	

5. Treści programowe

Lecture (20 h.)

Code	Topic blocks (semester:.....)
	<ol style="list-style-type: none">1. The specificity of the Internet as an area of the company's marketing activity2. Position and nature of the consumer in new media marketing3. Content marketing and viral marketing4. Mobile marketing5. Social media marketing6. Unconventional marketing communication strategies in social media7. Media monitoring and sentiment analysis8. Influencer marketing9. Real-time marketing10. The essence and tools of e-commerce11. Search engine marketing12. Email marketing13. Analysis of the effectiveness of electronic marketing14. Advantages and challenges of digital marketing15. Ethics in new media marketing

6. Teaching methods

Lecture	
	Lecture, Project-based learning

7. Student workload

Form of student activity	Student workload
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Lecture	20 h.
Including the e-learning method::	10 h.

Total workload	
	95 h.
Total number of hours for the course	125 h.
Total number of ECTS credits	5 ECTS

8. Evaluation criteria

Course completion criteria:

Lectures (Final exam/Final pass)	
Grade 5:	Excellent final project
Grade 4,5:	More than good final project
Grade 4:	Good final project
Grade 3,5:	More than satisfactory final project
Grade 3:	Satisfactory final project

9. Reading materials

Course reading materials

Dave Chaffey, Fiona Ellis-Chadwick, Digital Marketing (7th Edition) , Pearson 2019.

Marta Majorek, Marta du Vall, Networked individuals in the virtual and social mediasphere, Kraków 2014.

10. Additional information for students

11. Information about academic teachers

Lecturer(s)

Marta Majorek, professor UAFM (e-mail: mmajorek@uafm.edu.pl)