



Communication and Digital Marketing Syllabus

1. Module Title	Communication and Digital Marketing	2. Module Code	
3. Academic Year, Semester, Mode of Studies	2022/2023 academic year Semester 2, Full-time Studies		
4. Aims and Learning Outcomes	<p>Aims The aim of the course is to provide both theoretical and practical knowledge about communication and digital marketing. The student will have the opportunity to learn the specifics of communication using digital marketing as well as the theory and practical examples and tools used in digital marketing. Will gain knowledge about the areas that are part of the subject of Internet marketing.</p> <p>Learning Outcomes Having completed this module student:</p>		
Knowledge	Code		Assessment
	Subject	Field	
The student will learn the basic and in-depth terminology as well as the basics of communication and digital marketing.	EP-1	K_W05 K_W06	Midterm exam Research project
Has in-depth knowledge of the specificity of digital marketing tools and their practical application.	EP-2	K_W08 K_W09	Midterm exam Research project
Skills	Code		Assessment
	Subject	Field	
Is able to select and evaluate relevant tools and activities in the field of digital marketing communication.	EP-3	K_U01	Research project
Is able to observe, analyze and interpret economic phenomena in the field of communication and digital marketing in a specific area of enterprise operation.	EP-4	K_U06	Research project
Is able to independently propose solutions to specific marketing problems appearing in the enterprise and make decisions in the field of communication and digital marketing activities.	EP-5	K_U09	Research project
Social Competencies	Code		Assessment
	Subject	Field	
Can work in a team designing the strategy of digital marketing activities taking into account the adopted project characteristics	EP-1	K_K01 K_K05	Midterm exam Research project
Is able to initiate and develop patterns of appropriate conduct in the work environment and to observe and develop the principles of professional ethics	EP-6	K_K05	Midterm exam

Is able to participate effectively and responsibly in undertaking and implementing project tasks related to communication and digital marketing.	EP-7	K_K05	Research project
5. Module Leader	Name		E-mail
6. Lecturer (s)	Name		E-mail
7. Module Level	Master's		Bachelor's
	X		
8. Year and Programme	Year		Programme
	I		Management
9. Module Content			
#.	Topics Discussed		Hours
Workshop			
1	Organizational information. Introduction to classes. Theoretical foundations of communication: definition of communication, communication process and its participants, features and conditions of effective communication, definition and principles of message formulation, forms of information exchange. Strategies and communication channels. Principles of verbal and non-verbal communication. Communication styles and types of attitudes in the communication process.		2,5
2	Preparation of a communication strategy for the selected enterprise. A practical task based on cases regarding real errors in international communication made by real enterprises. Work in teams		2,5
3	Content Marketing - why planning of all the steps is so important in business? What can be the consequences of not having a plan? Why can't everything be planned? Case study. Work in teams		2,5
4	Systematic content creation - managing time of publishing materials and methods of creating them. A practical task for creating content. Work in teams		2,5
5	SEO - why it is worth generating good website traffic and how to achieve it. Case study. Work in teams		2,5
6	Social Media Marketing - social networks as one of the largest collections of clients and information about them. Introducing the brand to Social Media and interactive dialogue with clients. A practical task for creating content in social networks. Work in teams		2,5
7	Display Advertising in a digital version - that is why we are moving advertising banners from the streets to the Internet. The flexibility of online advertising tools - ranges, formats, easy accessibility. Problems with the target groups of the campaign, effectiveness assessment, optimization. Case study. Work in teams		2,5
8	Digital Marketing in practice - an exercise teams. Preparation of a sketch of the Digital Marketing campaign concept for a given topic.		2,5
9	Web analytics - the importance of collecting data on the internet and then using it in Digital Marketing. Risk assessment and reduction. Case study. Work in teams.		2,5
10	E-mail marketing - how to use e-mail as the basic tool for communication with the client. Case study - examples of successful and ineffective email marketing		2,5

	campaigns. Acquiring and managing a database containing customer email addresses.		
11	SEM campaigns - using sponsored links campaigns to attract new customers. Google AdWords tool. Practical task of optimizing a website for SEM campaigns. Work in teams	2,5	
12	Marketing Automation - automation and optimization of internet marketing processors as a way to increase efficiency and reduce operating costs. Case study. Work in teams	2,5	
10. Individual Student's Work			
#.	Description	Hours	
	Preparation for midterm exam	15	
	Research project	30	
11. Assessment Methods	Coursework (100%): midterm exam (40%), research project (60%)		
12. Assessment Criteria	Points translate into marks as follows: 50 - 59 points: mark 3 60 - 69 points: mark 3.5 70 - 79 points: mark 4 80 - 89 points: mark 4.5 90 - 98 points: mark 5 98-100 points: mark 5.5 In the case of exceptional student's performance, the lecturer may award a mark of 5.5 even with an insufficient number of points scored.		
13. ECTS Credits	3		
		Hours	ECTS
	Contact Hours		
	Workshop	30	1,2
	Other Form		
	Individual Student's Work		
	- Preparation for midterm exam	15	2,8
	- Research project	30	
	SUMM	75	3
14. Required Readings			
15. Recommended Readings			
16. Place where module is run	Lazarski University		
17. Other	n/a		