
 KOZMINSKI UNIVERSITY	KOZMINSKI UNIVERSITY AKADEMIA LEONA KOŹMIŃSKIEGO	
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ACADEMIC SYLLABUS 2018/2019

MODULE TITLE	Strategic Digital Marketing
PROGRAM OF STUDY	<i>Summer School Course</i>
NUMBER OF ECTS POINTS	4

STAFF TEACHING THE MODULE	ACADEMIC DEGREE NAME AND SURNAME	Head /Institute/ Center	Type of course (L/W/DS)
	Greg Mazurek, PhD	Kozminski University, Department of Marketing, Cyberman Research Centre for Digital Transformation	L/W

PRE-REQUISITES FOR THE MODULE	Knowledge of the Fundamentals of Marketing
CO-REQUISITES	Good command of the English language

AIMS-Knowledge	<p>The student has knowledge about the concept of digital transformation of organization.</p> <p>The student has knowledge about the changes in organizational structures and business models determined by digital technologies.</p> <p>The student has an in-depth knowledge of changes in contemporary marketing activities and the role of contemporary client in value creation.</p>
AIMS-Skills	<p>The student is able to correctly analyze, interpret and explain the phenomenon of digital transformation and its impact on marketing, by choosing appropriate technological tools and solutions</p> <p>The student can use tools for social media listening and social media marketing strategic analyses and support for key decision making. (among others: applying real time marketing concept)</p>
AIMS-Social Competences	<p>Communication skills; English Language interaction.</p> <p>Interaction with different students coming from different backgrounds.</p>

**LEARNING OUTCOMES**

On successful completion of this course students will be able to:

- evaluate critically relevant information needed by a marketer to conduct internet marketing actions and apply various techniques to prepare, implement internet marketing strategies
- apply the wide scope of internet marketing tools and actions in marketing activities

- analyze and evaluate the results of such actions and present the results in an appropriate form.

**STUDENTS ARE REQUIRED TO USE LAPTOPS/ TABLETS/ SMARTPHONES during the class.**

MODULE CONTENT	NUMBER OF HOURS
1. Digital transformation – the essence and characteristics <ul style="list-style-type: none"> <li>• Impact on business models (e-commerce case: "Avanti")</li> <li>• Impact on operational management (real time marketing concept, workshops with Brand24.com, NapoleonCat, Sotrender tools)</li> <li>• Impact for talent management (employer branding / personal branding, social media policy)</li> <li>• Impact on measures of success (exercise: measuring the digital maturity of a chosen organization).</li> </ul>	6h
2. Technologies determining digital transformation of marketing (including Internet, IoT, VR, artificial intelligence, social media, cloud computing) - examples and inspirations	1h
3. Transformation of marketing in an organization (management, organization, measurement of success, scope of activities)	2h
4. Online Customers Behaviour (Empowerment of customers on-line / Information Search Model / On-line Purchase Decision Process / Reputation Management in a Digital World)	1h
5. Digital marketing - a strategic and operational approach <ul style="list-style-type: none"> <li>• Place of the digital sphere in the company's strategy (cases, workshops)</li> <li>• Competitors' analysis and tools for measuring online activities (cases, workshops)</li> <li>• Digital marketing plan (cases, workshops)</li> <li>• Digital marketing tools and their impact on company's actions. (cases, workshops, e.g. e-mail marketing activities with Freshmail platform)</li> </ul>	2h
Exam	2h
<b>TOTAL CONTACT HOURS:</b>	<b>20</b>

**CONTACT HOURS INCLUDING:**

Lecture – introduction to the problems of subject by leading lecturer	4
Workshops	4
Discussion seminar	4
Team workshops	4
Seminars with practitioners	-
Other (e.g. discussions, case study analysis, e-learning, projects)	2
Examination	2

**METHODS OF TEACHING KNOWLEDGE**

Lecturing. Class discussion.

**METHODS OF TEACHING SKILLS**

Class discussion; interaction on case studies; confrontation and mutual argumentation of respective positions.

**METHODS OF TEACHING SOCIAL COMPETENCES**

Interaction with different lecturers and between students in multi-cultural environment of the class. Class discussion.

DESCRIPTION OF THE MODULE IN POLISH (MAX 300 SYMBOLS)	
INTERNATIONAL DIMENSIONS	The module is designed to understand the functioning of organization which is under influence of digital transformation which is international by definition. Digital marketing strategies determine both cooperation and competition with such players are global marketplaces, search engines or software providers.

#### COMPULSORY READING

LP.	AUTHOR, TITLE, PLACE & DATE OF PUBLISHING,PUBLISHER
1.	There is no textbook for this course. Readings for each class will be provided on Kozminski Virtual University on-line platform (articles, links, academic papers, etc.)

MODE OF ASSESSMENT	DURATION	PERCENTAGE OF TOTAL GRADE	COURSE LEARNING OUTCOMES (CODE OF LEARNING OUTCOME WITHIN THE SPECIFIC PROGRAM)
Class projects and assignments		30%	Active participation in the class is an essential part of the learning experience. Meaningful participation means making a contribution to our discussion. There will be many exercises and workshops during classes in which are asked to take active participation.
Exam	2h	70%	There are approx.. 40 questions. A variety of question types are used, chosen from the following: multiple choice, gap filling and true or false. The questions will be based on materials used on class.

STUDENT'S WORKLOAD REPRESENTED IN HOURS AND ECTS POINTS	
1. NUMBER OF CONTACT HOURS *	20
2. NUMBER OF SELF LEARNING HOURS, INCLUDING: **	
Preparing the case-studies presentation at home	10
Preparing for the written exam	15
Reading and preparation for the class discussion	30
Reading	25
TOTAL NUMBER OF HOURS***	100
TOTAL NUMBER OF ECTS POINTS****	<b>4</b>