

**Course Syllabus****I. General Information**

Course name	E-commerce
Programme	European and International Legal Studies
Level of studies (BA, BSc, MA, MSc, long-cycle MA)	BA
Form of studies (full-time, part-time)	Full-time
Discipline	Management and quality studies
Language of instruction	English

Course coordinator/person responsible	Institute of Economy dr Agnieszka Parol
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Type of class ( <i>use only the types mentioned below</i> )	Number of teaching hours	Semester	ECTS Points
lecture			3
tutorial	30	IV	
classes			
laboratory classes			
workshops			
seminar			
introductory seminar			
foreign language classes			
practical placement			
field work			
diploma laboratory			
translation classes			
study visit			

Course pre-requisites	
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**II. Course Objectives**


**III. Course learning outcomes with reference to programme learning outcomes**

Symbol	Description of the objective effect	Directional Effect Reference
<b>KNOWLEDGE</b>		
W_01	He/she understands the basic concepts of economic in the field of e-commerce	K_W04
W_02	He/she knows and understands the basic principles of creating and developing various forms of entrepreneurship in the context of e-commerce	K_W05
W_03	He/she knows the principles of the digital market and the impact of digitization on contemporary society in the context of e-commerce	K_W10
<b>ABILITIES</b>		
U_01	He/she is able to analyse EU sources, case law of national and international courts, access EU documents, knows the mechanisms of their interpretation and efficiently uses EU websites and legal information services also regarding the use of artificial intelligence in the context of e-commerce	K_U02
<b>SOCIAL COMPETENCES</b>		
K_01	He/she is ready to take action in the field of initiating business activities in the EU and to fulfil social obligations, co-organising activities for the benefit of the economic environment in the context of e-commerce	K_K02
K_02	He/she is ready to participate in social, political and economic initiatives at local, national and European level in the context of e-commerce	K_K03
K_03	He/she identifies and resolves dilemmas related to the profession, acts in accordance with the principles of ethics also regarding the use of artificial intelligence in the context of e-commerce	K_K05

**IV. Course Content**

1. Introduction to classes. Presentation of lecture topics. Discussion of the conditions for passing the subject.
2. Evolution of marketing and its importance in the functioning of modern enterprises.
3. E-marketing: the concept, essence and characteristics of marketing activities carried out on the Internet.
4. History and functioning of the Internet. History of the Internet in Poland. Conducting business activity via the Internet.
5. The concept of marketing mix and the Internet.

6. Web 2.0 and Web 3.0.
7. Promotional activities on the Internet. Internet media research. Positioning on the Internet. Search Engine Marketing.
8. E-commerce, online sales
9. The importance of the Internet in the implementation of marketing research.
10. E-mail marketing. Viral marketing. CRM.
11. Mobile marketing. Advergaming. Desktop marketing.
12. Social media marketing. Podcasting and videocasting.
13. Content marketing. Social campaigns on the Internet.
14. Modern trends in internet marketing.
15. E-marketing: advantages and disadvantages. Summary of classes. Final test.

#### V. Didactic methods used and forms of assessment of learning outcomes

Symbol	Didactic methods <i>(choose from the list)</i>	Forms of assessment <i>(choose from the list)</i>	Documentation type <i>(choose from the list)</i>
<b>KNOWLEDGE</b>			
W_01	Textual analysis; Brainstorming or discussion group; Discussion; PBL (ProblemBased Learning); SWOT method; Work with text; Case study; Conventional lecture; Conversational lecture; Problem lecture	Paper; Written test; Observation; Oral test; Presentation; Preparation / implementation of the project	Protocol / paper; printout/ paper file; Evaluated test; Evaluated written paper; Rating card / Observation report; Rating card
W_02	Textual analysis; Brainstorming or discussion group; Discussion; PBL (ProblemBased Learning); SWOT method; Work with text; Case study; Conventional lecture; Conversational lecture; Problem lecture	Paper; Written test; Observation; Oral test; Presentation; Preparation / implementation of the project	Protocol / paper; printout/ paper file; Evaluated test; Evaluated written paper; Rating card / Observation report; Rating card
W_03	Textual analysis; Brainstorming or discussion group; Discussion; PBL (ProblemBased Learning); SWOT method; Work with text; Case study; Conventional lecture; Conversational lecture; Problem lecture	Paper; Written test; Observation; Oral test; Presentation; Preparation / implementation of the project	Protocol / paper; printout/ paper file; Evaluated test; Evaluated written paper; Rating card / Observation report; Rating card
<b>SKILLS</b>			
U_01	Textual analysis; Brainstorming/ discussion group; Discussion; PBL	Paper; Written test; Observation; Oral test; Presentation; Preparation / implementation	Protocol / paper; printout/ paper file; Evaluated test; Evaluated

	(ProblemBased Learning); SWOT method; Work with text; Case study; Conventional lecture; Conversational lecture; Problem lecture	of the project	written paper; Rating card / Observation report; Rating card
U_02	Textual analysis; Brainstorming/ discussion group; Discussion; PBL (ProblemBased Learning); SWOT method; Work with text; Case study; Conventional lecture; Conversational lecture; Problem lecture	Paper; Written test; Observation; Oral test; Presentation; Preparation / implementation of the project	Protocol / paper; printout/ paper file; Evaluated test; Evaluated written paper; Rating card / Observation report; Rating card
U_03	Textual analysis; Brainstorming/ discussion group; Discussion; PBL (ProblemBased Learning); SWOT method; Work with text; Case study; Conventional lecture; Conversational lecture; Problem lecture	Paper; Written test; Observation; Oral test; Presentation; Preparation / implementation of the project	Protocol / paper; printout/ paper file; Evaluated test; Evaluated written paper; Rating card / Observation report; Rating card
<b>SOCIAL COMPETENCIES</b>			
K_01	Brainstorming/ discussion group; Discussion; PBL (ProblemBased Learning); SWOT method; Case study; Conversational lecture; Problem lecture	Paper; Written test; Observation; Oral test; Presentation; Preparation / implementation of the project	Protocol / paper; printout/ paper file; Evaluated test; Evaluated written paper; Rating card / Observation report; Rating card
K_02	Brainstorming/ discussion group; Discussion; PBL (ProblemBased Learning); SWOT method; Case study; Conversational lecture; Problem lecture	Paper; Written test; Observation; Oral test; Presentation; Preparation / implementation of the project	Protocol / paper; printout/ paper file; Evaluated test; Evaluated written paper; Rating card / Observation report; Rating card
K_03	Brainstorming/ discussion group; Discussion; PBL (ProblemBased Learning); SWOT method; Case study; Conversational	Paper; Written test; Observation; Oral test; Presentation; Preparation / implementation of the project	Protocol / paper; printout/ paper file; Evaluated test; Evaluated written paper; Rating card /

	lecture; Problem lecture		Observation report; Rating card
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#### VI. Grading criteria, weighting factors.....

The final grade is the result of the sum of points from the activities during the classes (max. 5 points), points for the prepared multimedia presentation on the selected topic (max. 15 points) and points obtained in the test (max. 15 points). Grading scale:

0 – 20 points insufficient grade

21 – 23 points satisfactory grade

24 – 26 points satisfactory plus grade

27 – 29 points good grade

30 – 32 points good plus grade

33 – 35 points very good grade

#### VII. Student workload

Form of activity	Number of hours
Number of contact hours (with the teacher)	<b>30</b>
Number of hours of individual student work	<b>45</b>

#### VIII. Literature

Basic literature
1. E-marketing. Współczesne trendy. Pakiet startowy, J. Królewski, P. Sala (red.), PWN, Warszawa 2016.
2. E-marketing. Planowanie, narzędzia, praktyka , G. Mazurek (red.), Wydawnictwo Poltext, Warszawa 2018.
Additional literature
1. Mącik R., Wykorzystanie Internetu w badaniach marketingowych, Wydawnictwo UMCS, Lublin 2009.
2. Michalak P., Daszkiewicz D., Musz A., Marketing wirusowy w Internecie, Helion, Gliwice 2009.