



## Digital Marketing

### *course syllabus for the academic year 2024/2025*

<b>Basic information</b>	<p>Meeting times &amp; place:</p> <ul style="list-style-type: none"><li>• In-person: to be determined, Main Building WUT</li><li>• Online: MS Teams</li><li>• Asynchronous: MOODLE</li></ul> <p>Please note that the course will use a blended approach towards the lecture (in-person/in-class, direct/online, and asynchronous).</p> <p>Lecturer: Dr. Tomasz Paweł Tyc Contact:</p> <ul style="list-style-type: none"><li>• E-mail: <a href="mailto:tomasz.tyc@pw.edu.pl">tomasz.tyc@pw.edu.pl</a></li><li>• MS Teams</li></ul>
<b>Brief course description</b>	<p>The course aims to provide theoretical and practical communication and digital marketing knowledge. The students will be able to learn the specificities of communication using digital platforms and internet-based tools, which are essential in modern marketing.</p> <p>As an introductory course - the lecturer assumes that students will have little prior knowledge of the title topic.</p>
<b>The course aims</b>	<p>This course introduces marketing for undergraduates, offering them a learning path through key concepts/dimensions (the market, needs, product, place, price, and promotion) in the modern digital dimension.</p> <p>The course will focus on four major research questions:</p> <ul style="list-style-type: none"><li>- What is digital marketing about?</li><li>- Who are the leading digital marketing actors and enablers?</li><li>- What actions and techniques can provide a better service for customers?</li><li>- What are the legal and ethical limits towards them?</li><li>- How the public reacts to marketing policies?</li></ul> <p>The course will be divided into a series of interconnected sections, offering further details on key economic concepts such as:</p> <ul style="list-style-type: none"><li>- Fundamental concepts</li><li>- Ethics in Marketing</li><li>- Digital marketing fundamentals</li><li>- Digital &amp; mobile marketing strategy development</li><li>- Digital marketing: implementation and practice.</li></ul>
<b>Assessment criteria</b>	<p>The final grade results from:</p> <ul style="list-style-type: none"><li>• Tests (Up to 6 during the term)</li><li>• Written assignment / case study to be prepared in groups</li><li>• Presentations and activities during the course.</li></ul>
<b>Course content</b>	<p>A. Fundamentals of Brick-and-Mortar Marketing:</p> <ol style="list-style-type: none"><li>1. Product</li><li>2. Price</li><li>3. Place</li></ol>

	<p>4. Promotion</p> <p>B. Digital marketing fundamentals:</p> <ol style="list-style-type: none"> <li>1. Introducing digital marketing</li> <li>2. Online marketplace analysis: microenvironment</li> <li>3. The digital macro-environment</li> </ol> <p>C. Digital &amp; mobile marketing strategy development:</p> <ol style="list-style-type: none"> <li>1. Digital marketing strategy Digital media and the marketing mix</li> <li>2. Relationship marketing using digital platforms</li> </ol> <p>D. Digital marketing: implementation and practice:</p> <ol style="list-style-type: none"> <li>1. Delivering the digital customer experience</li> <li>2. Campaign planning for digital media</li> <li>3. Marketing communications using digital media channels</li> <li>4. Evaluation and improvement of digital channel performance</li> </ol> <p>E. Project team presentations</p>
<p><b>Tentative source materials and other references</b> (subject to changes)</p>	<p>Available on the Moodle platform</p>
<p><b>Teaching and learning methods</b></p>	<ul style="list-style-type: none"> <li>• Traditional lectures</li> <li>• Interactive lecturing</li> <li>• Case study analysis</li> <li>• Self-learning / Asynchronous teaching</li> </ul>