

Szczegółowe informacje o seminarium		
Temat przedmiotu:	E-business strategies and models. Branding and marketing communications.	
Grupa Kierunków:	Stopień studiów:	Tryb studiów:
	I stopień	stacjonarne
Nazwa Kierunku:	Digital Communication and Social Media for Management	
Specjalność:		
Promotor:	dr hab. Anna Łaszkiwicz, prof. UŁ	
Opis tematyki seminarium:		
<p>The seminar is intended for those interested in marketing and e-commerce, new business models and strategies that arise with the use of the Internet, mobile technologies or artificial intelligence, and consumer behavior that is changing under the influence of these factors.</p> <p>The issues of the seminar focus on the following topics:</p> <ul style="list-style-type: none"> - Management and marketing in the face of changes influenced by information and mobile technologies (including communication and promotion using digital marketing, social media and influencers) - Use of the Internet in business models of enterprises (including shared value creation with consumers, sharing economy, current trends in these areas) - Changing consumer attitudes and behavior under conditions of unlimited access to information (e.g., customer engagement, customer empowerment) - Business and consumer behavior online - Social media and their potential in building a company's market position 		
Wymagania/preferencje wstępne dla seminarium		Liczba miejsc:
Knowledge of the basics of marketing. Interest in the use of the Internet and mobile technology in business operations.		6 - 12
Dodatkowe efekty uczenia się, w zakresie:		Kod efektu uczenia się
Wiedzy	Has in-depth knowledge of research methods and tools, including data acquisition techniques, appropriate to the fields of science and scientific disciplines relevant to the studied major, allowing to describe social structures and institutions and the processes occurring within and between them	S2A_W06
Umiejętności	Is able to correctly interpret social phenomena (cultural, political, legal, economic) specific to the field of study	S2A_U01
	Is able to properly analyze the causes and course of selected social processes and phenomena (cultural, political, legal, economic) specific to the fields of science and scientific disciplines relevant to the field of study	S2A_U03
	He has an in-depth ability to analyze the proposed solution to specific problems and proposes appropriate solutions to them	S2A_U07

	Has an in-depth ability to understand and analyze the phenomena of the social	S2A_U08
	Has the ability to prepare a scientific paper in English, on specific issues, using basic theoretical approaches, as well as various sources	S2A_U09
Kompetencji społecznych	Understands the need for lifelong learning	S2A_K01
	Able to appropriately identify priorities for accomplishing a task defined by oneself or others	S2A_K03
	Able to expand and improve acquired knowledge and skills	S2A_K06
Szczegółowy opis przedmiotu:		
Treści programowe (tematy/problemy zajęć):		L.g. dydaktycznych
1 Criteria and requirements for undergraduate theses 2 The structure of the work and the content of its various parts - the principles of constructing an argument 3 Sources and method of collecting information 4 Review of the literature on the subject 5. Methodology of empirical research 6. Discussion of the concept of undergraduate theses 7. Presentation of the key issues of the thesis with discussion 8. Presentation and discussion of the prepared undergraduate theses		66 godz.
Dodatkowa literatura:		
Obowiązkowa: <ul style="list-style-type: none"> J. Majchrzak, T. Mendel ; Organizacja procesu pisania prac promocyjnych wraz z zasadami ich opracowania. Wyd. MAGMA, Poznań 1997. M. Węgliński, Jak pisać pracę magisterską, Oficyna Wydawnicza Impuls, Kraków 2005 Zalecana: <ul style="list-style-type: none"> - individually for each student 		
Sposób obliczania oceny semestralnej / końcowej z przedmiotu (algorytm):		
Overall semester/final grade = 30% attendance + 70% class activity and quality (level) and timeliness of prepared work pieces		