



COURSE SPECIFICATION

| | | |
|--------------------------|---|--------------------|
| Course code | full-time studies | Z-ZB-E-608b |
| | part-time studies | - |
| Course title in English | Running and optimization of digital campaigns | |
| Course title in Polish | Prowadzenie i optymalizacja kampanii internetowych | |
| Valid from academic year | 2025/2026 | |

PLACEMENT IN THE TEACHING PROGRAM

| | |
|--|--|
| Programme of study | BUSINESS MANAGMENT |
| Level of education | 1st degree |
| Studies profile | academic |
| Form and mode of study | full-time programme |
| Scope | e-commerce |
| Academic unit responsible for the course | Department of Management and Organization |
| Course coordinator | mgr Paulina Pięta |
| Approved by | dr hab. inż. Dariusz Bojczuk, prof. uczelni |

GENERAL CHARACTERISTIC OF THE COURSE

| | | |
|-------------------------|---|--------------------|
| Teaching block | Specialist subject | |
| Course status | Obligatory | |
| Language of instruction | English | |
| Semester of delivery | full-time studies | Semester VI |
| | part-time-studies | - |
| Prerequisites | Digital economy, Virtualization of Customer Relationship | |
| Exam (YES/NO) | NO | |
| ECTS | 2 | |

| Method of conducting classes | | lecture | classes | laboratory | project | other |
|------------------------------|-----------|---------|---------|------------|---------|-------|
| Number of hours per semester | full-time | | | 30 | | |
| | part-time | | | | | |



LEARNING OUTCOMES

| Category | Outcome code | Course learning outcomes | Reference to the directional learning effect |
|--------------------|--------------|--|--|
| Knowledge | W01 | Students will be familiar with the principles, channels and tools used in online marketing campaigns. | ZB1_W07 ZB1_W10 |
| Skills | U01 | The student knows how to plan and optimise an online campaign. | ZB1_U01 ZB1_U05 ZB1_U06 ZB1_U08 |
| | U02 | The student knows how to prepare a campaign report and draws conclusions. | ZB1_U02 ZB1_U09 |
| Social competences | K01 | The student is able to cooperate in a team preparing an internet campaign. | ZB1_K03 |
| | K02 | Able to think and act creatively and entrepreneurially when implementing online campaigns using their knowledge, respecting professional ethics and with an understanding of client needs. | ZB1_K04 ZB1_K07 |
| | K03 | The student is aware of the need for professional development due to technological progress and changes in the socio-cultural sphere. | ZB1_K02 |

COURSE CONTENT

| Method of conducting classes | Course content |
|------------------------------|---|
| laboratory | <p>Marketing channels used in online campaigns.</p> <p>Internet tools useful for campaigns i.e. email marketing system, marketing automation, Google Adwords, Google, internet monitoring tools, website analytics tools.</p> <p>Planning online marketing campaigns - goals and objectives. The most common mistakes.</p> <p>Creating and coordinating an online campaign budget.</p> <p>Implementing an online campaign - key tasks in the marketing team.</p> <p>Analytics and lessons learned.</p> <p>Optimisation of the online campaign.</p> <p>Summary and report of the online campaign</p> |

METHODS FOR VERIFYING LEARNING OUTCOMES

| Outcome code | Learning outcomes verification methods | | | | | |
|--------------|--|---------------------|------|---------|--------|-------|
| | Oral examination | Written examination | Test | Project | Report | Other |
| W01 | | | | X | | |
| U01 | | | | X | | |
| U02 | | | | X | | |
| K01 | | | | X | | |
| K02 | | | | X | | |
| K03 | | | | | | X |



FORM AND CONDITIONS OF ASSESSMENT

| Form of classes | Assessment type | Assessment Criteria |
|-----------------|-------------------|--|
| laboratory | Credit with grade | Achieve at least 50% of the points for the project - Prepare an online marketing campaign for the selected company |

STUDENT WORKLOAD

| ECTS Balance | | | | | | | |
|--------------|--|------------------|---|----|---|---|------|
| No. | Activity type | Student workload | | | | | Unit |
| | | full-time | | | | | |
| 1. | Scheduled contact hours | W | C | L | P | S | h |
| 2. | Other (consultations, exams) | | | 30 | | | |
| 3. | Total number of contact hours | | | 2 | | | h |
| 4. | Number of ECTS credits for contact hours | 32 | | | | | h |
| 5. | Number of hours of independent student work | 1,3 | | | | | ECTS |
| 6. | Number of ECTS points that a student obtains through independent work | 18 | | | | | h |
| 7. | Workload related to practical classes | 0,7 | | | | | ECTS |
| 8. | Number of ECTS credit points which a student receives for practical classes | 50 | | | | | h |
| 9. | Number of ECTS credit points which a student receives for practical classes | 2,0 | | | | | ECTS |
| 10. | Total number of hours of a student's work | 50 | | | | | |
| 10. | ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i> | 2 | | | | | ECTS |

W - LECTURE C - CLASSES L - LABORATORY P - PROJECT S - SEMINAR

READING LIST

1. Agrawal, Narendra, Sami Najafi-Asadolahi, and Stephen A. Smith. *Optimization of operational decisions in digital advertising: A literature review*. Springer International Publishing, 2020.
2. Dodson, Ian. *The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns*. John Wiley & Sons, 2016.