

Course title:	Digital marketing management
Course title in Polish:	Cyfrowe zarządzanie marketingowe
Course for discipline:	Management and Quality Sciences

Semester:	8	Status of course:	faculty	Language:	english
Academic year:		Catalog number:			

Coordinator of course:	Dr Anna Jasiulewicz	
Lecturer od course:	Dr Anna Jasiulewicz	
Executing unit:	Management Institute	
Ordering unit:	Doctoral School SGGW	
Assumptions, goals and description of the course:	Assumptions and goals: equipping the student with knowledge, competences and skills related to the importance of the Internet, artificial intelligence, social media, big data and digital technologies in the marketing management of an organization. Description: Digital transformation: essence and characteristics. Digital technologies (SM, AI, VR, AR, IoT, Big Data and cloud computing) and their impact on marketing. Consequences of digital transformation for management: MarTech technologies, the contemporary role of marketing management in the organization, new concepts of marketing activity management and the organization of digital marketing activities.	
Didactic form, number of hours:	Exercises, 10h	
Teaching methods:	discussion, multimedia presentation	
Learning outcomes		
KNOWLEDGE - the graduate knows and understands:	SKILLS - the graduate is able to:	COMPETENCES - the graduate is ready to:
To the extent enabling to revise the existing pradisgms in the field/discipline - the world achievements, gathering theoretical background as well as general and selected detailed issues	Carry out critical assessment of the scientific research findings and expert activities and their contribution to the knowledge development in the field/discipline	Critically evaluate the achievements in the field/discipline represented
Major general development trends in the field/discipline		Recognise knowledge in solving cognitive and practical problems characteristic for the area of research (field/discipline) and in an interdisciplinary aspect
		Support the ethos of scientific circles and conduct independent research
The method of verification of learning outcomes:	Exam and project work	
Form of documentation of achieved learning outcomes:	Exam report, project work, list of students.	
Elements and weights of the final grade:	50% exam, 50% project work	
Place of the course:	Classroom	
Basic and supplementary literature		
1. Kotler Ph., Kartajaya H., Setiawan I. (2023) Marketing 6.0: The Future Is Immersive, Ed. Wiley John and Sons 2. Hanlon A. (2022) Digital Marketing Strategic Planning & Integration, Ed. Sage Publications		
Comments:		

Estimated number of hours of work of the doctoral student necessary to achieve the assumed learning outcomes:	
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Leraning outcomes reference to the second degree characteristics of the National Qualification Framework (level 8) covering doctoral competences:		
Symbol:	Learning outcomes:	8 level NQF
SD1_KW01	To the extent enabling to revise the existing pradisgms in the field/discipline - the world achievements, gathering theoretical background as well as general and selected detailed issues	P8S_WG
SD1_KW02	Major general development trends in the field/discipline	P8S_WG
SD1_KU05	Carry out critical assessment of the scientific research findings and expert activities and their contribution to the knowledge development in the field/discipline	P8S_UW
SD1_KK01	Critically evaluate the achievements in the field/discipline represented	P8S_KK
SD1_KK03	Recognise knowledge in solving cognitive and practical problems characteristic for the area of research (field/discipline) and in an interdisciplinary aspect	P8S_KK
SD1_KK08	Support the ethos of scientific circles and conduct independent research	P8S_KR