

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

Semester:	4	Status of course:	faculty	Language:	english
Academic year:	2026/2027	Catalog number:	54/2025/26		

Coordinator of course:	dr Anna Jasiulewicz
Lecturer od course:	dr Anna Jasiulewicz
Executing unit:	Institute of Management
Ordering unit:	Doctoral School SGGW
Assumptions, goals and description of the course:	Assumptions and Goals: To equip students with the knowledge, competencies, and skills related to the importance of the Internet, artificial intelligence, social media, big data, and digital technologies in organizational marketing management. Description: Digital transformation: its essence and characteristics. Digital technologies (SM, AI, VR, AR, IoT, Big Data, and cloud computing) and their impact on marketing. The implications of digital transformation for management: MarTech technologies, the contemporary role of marketing management in organizations, new concepts of marketing management, and the organization of digital marketing activities.
Didactic form, number of hours:	exercises, 15 hours
Teaching methods:	discussion, multimedia presentation
Limit of people in the group:	-

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 paradigms 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	<del>Carry out critical assessment of the scientific research findings and expert activities and their contribution to the knowledge development in the field/discipline</del>	Recognise knowledge in solving cognitive and practical problems characteristic for the area of research (field/discipline) and in an interdisciplinary aspect
<del>To the extent enabling to revise the existing paradigms in the field/discipline - the world achievements, gathering theoretical background as well as general and selected detailed issues</del>	<del>Carry out critical assessment of the scientific research findings and expert activities and their contribution to the knowledge development in the field/discipline</del>	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% egzamin, 50% praca projektowa	
Place of the course:	Teaching room	
Basic and supplementary literature		
1. Kotler, P., Keller, K. L., & Chernev, A. (2025). Marketing Management (16th ed.). REBIS/Pearson.		
2. Chaffey, D., & Ellis-Chadwick, F. (2025). Digital Marketing: Strategy, Implementation and Practice (9th ed.). Pearson.		
Comments:		

Estimated number of hours of work of the doctoral student necessary to achieve the assumed learning outcomes:	
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Learning 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 paradigms 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