WSB University						
Field of study: Management						
Course: Basics of Digital Marketing						
Educational profile:						
Education level: Bachelor						
Number of hours per semester	1		2		3	
	I	**II**	**III**	**IV**	**V**	VI
Full -time studies (L/C/lab/pr/e)				**16**		
Part-time studies (L/C/lab/pr/e)						
CLASS LANGUAGE	**English**					
LECTURER	**Jan Podniesiński, PhD**					
FORM	**In-class**					
COURSE OBJECTIVES	The objectives of the course are: 1) to identify differences and similarities between traditional and digital marketing, 2) to introduce a selected marketing theories along with sociological and cultural contexts, 3) to combine intellectual reflection with practical challenges.					

Reference to learning outcomes		**Description of learning outcomes**	**Verification of learning outcomes**
Field-related learning outcome	**PQF**		
Knowledge			
Z_W01	P6S_WG	Student zna najważniejsze zagadnienia marketingu na poziomie podstawowym, posługuje się terminologią z tego zakresu	Dyskusja Przygotowanie prezentacji zgodnie z uzgodnionym i wcześniej założeniami i jej wygłoszenie
Skills			
Z_U07	P6S_UW	Student potrafi zaplanować podstawowe działania w ramach marketingu.	Dyskusja Przygotowanie prezentacji zgodnie z uzgodnionym i wcześniej założeniami i jej wygłoszenie
Social competences			

Z_K03	P6S_KR	Student potrafi współpracować w zespole, planując i realizując konkretne działania	Przygotowanie prezentacji zgodnie z uzgodnionym i wcześniej założeniami i jej wygłoszenie

Students' own workload (in didactic hours 1h did.=45 minutes)**	
Full- time Participation in lectures = Participation in classes = Preparation to classes = Preparation to lectures = Preparation to an examination = Project tasks = Consultations = e-learning = Credit/examination = others (own work) = **TOTAL:** **ECTS points:** **Including practical classes:**	**Part-time** Participation in lectures = Participation in classes = Preparation to classes = Preparation to lectures = Preparation to an examination = Project tasks = Consultations = e-learning = Credit/examination = others (own work) = **TOTAL:** **ECTS points:** **Including practical classes:**

PREREQUISITES	None
COURSE CONTENT **(Division into contact hours and e-learning)**	Content delivered in face-to-face format: **Module I - 4 hours** **Off-line, on-line and AI: what changes, actually?** The first module will be devoted to identification of all known or assumed differences and common points between 'traditional' and digital forms of marketing, with a special focus on Artificial Intelligence as a newly born game changer. The intellectual context for this module will be the so-called "Dead Internet Theory". **Module II - 4 hours** **Influencer - the dream job of humanity.** The second module will be dedicated to influencing as a profession and influencers as a new group on the labour market. We will try to understand what it really means to 'influence' someone and what influencers technically do to earn a living. The background for those considerations will be the concept of personal branding, coined by Tom Peters; as well as the Italian case study of Chiara Ferragni's famous career. **Module III - 4 hours** **The dark side of marketing - ethical challenges and business efficiency.** The next stage of reflection will be the dark side of advertising and marketing, including such phenomena as *shadow practices, banner blindness, para-social relationships and manipulation.*

	In order to support and extend the discussion, the selected philosophical context (e.g Utilitarianism or Sophism) will be provided. **Module IV - 4 hours** **Practical challenge and final discussion.** During the last session a group task - interrelated with the previous activities and material - will be assigned to Students. After the time dedicated to creative effort and public presentations, the whole learning experience will be concluded with giving and receiving feedback. Both the task and discussion are going to form a basis for determining final marks. **Important:** the final scheme of the course can be updated according to the particular interests of Students or current social events (examples of a Real Time Marketing). Content delivered in e-learning form: not applicable
LITERATURE (compulsory reading)	• Kotler P., Keller K., *Marketing Management (14th ed.), Prentice Hall, 2012* • Young M., *Ogilvy on advertising in the digital age*, Bloomsbury, 2018.
OPTIONAL LITERATURE (including at least two items in English, either books or articles)	• Peters T., *The Brand Called You! [in]* The Fast Company, August-September 1997. • Anat K., Maslauskaite K., Crener S., Dessain V., *The Blonde Salad Harvard Business School Case 515-074*, January 2015. • Muzumdar P. et al., *The Dead Internet Theory: a Survey on Artificial Interactions and the Future of Social Media [in:]* Asian Journal of Research in Computer Science, Vol. 18, Iss. 1 (2025), p. 67-73, 2025. • Hakala U., *Using AI in creation of municipality slogans [in:] Place Branding and Public Diplomacy, Palgrave Macmillan, vol. 21(1), p. 81-92,* All other materials will be provided by the lecturer.
SCHOLARLY PUBLICATIONS BY PERSONS WHO CONDUCT CLASSES, WHICH ARE RELATED TO THE MODULE SUBJECT	
TEACHING METHODS (Division into contact hours and e-learning)	In face-to-face form: Multimedia presentation. 1) Conversational lecture. 2) Guided discussion. 3) Case studies. 4) Micro-groups.

	In the form of e-learning: not applicable
TEACHING AIDS	All additional materials will be provided to the Group by the lecturer.
PROJECT (if implemented in the framework of a classes module)	
FORM AND CONDITIONS OF ASSESSMENT (Division into contact hours and e-learning)	The final grade will include: 1. Attendance (20%). 2. Activity in class (30%). 3. Creative task and presentation - completed individually or in a micro-group (50%)

** L-lecture, C- classes lab- laboratory, pro- project, e- e-learning*