

Specialization eM&SM

Management I degree full-time and part-time studies

Specialty questions

1 Define the concept of marketing strategy and its implementation

2 List the types of marketing strategies used on the Internet

3 Define the term online channel

4 What is marketing analysis?

5 List the types of online channels

6 Define the term brand

7 List 3 archetypes of a brand

8 What is brand positioning?

9. define the concept of online advertising

10 What is the creation of online advertising? 11 List the stages of internet advertising production

12 Define the term SEM

13 Define the term SEO

14 Define the term remarketing

15 Define the term social media

16. list 3 social media

17. characterize selected social media

18. define the term e-consumer

19. define the term e-marketplace and list 3 features of online sales

20 List the stages of creating advertising campaigns

21 List the types of advertising campaigns used on the Internet and give three examples

22 Characterize the basic elements of a website

23 Define the term collocation

24 Define the term hosting' u

25. characterize CMS tools

26. characterize WCAG 2.0 guidelines

27. characterize the types of relationships in databases

28. define the concept of data redundancy

29. methods of maintaining customer relationships

30. characterize the benefits of using CRM tools

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