

## ITEM CARD

Attachment No. 1 of Regulation No 3/07/2020  
of 13 July 2020 *on the model card*  
*subject at the Higher School of Management*  
*in Warsaw*

I. GENERAL BASIC INFORMATION ABOUT THE SUBJECT (MODULE)										
<b>ITEM NAME</b> Internet advertising - creation and production										
<b>Name of the organizational unit leading the course:</b>				Faculty of Management and Technical Sciences						
<b>Name of the field of study, level of education:</b>				Stage I Management						
<b>Learning profile:</b>				General academic						
<b>Name of the specialty:</b>				eMarketing & Social Media						
<b>Type of learning module:</b>				Specialty I degree						
<b>Year/Semester:</b>				Year 3 Semester 6						
<b>Person coordinating the subject:</b>				R. Dawidziuk, M.A.						
<b>Prerequisites (resulting from the succession of items):</b>				Entry requirements in the field of knowledge, skills and competences include learning outcomes achieved as a result of teaching the subject of marketing, information technologies and fundamentals of management.						
II. FORMS OF CLASSES AND NUMBER OF HOURS										
	Reading	Exercise	Seminar	Laboratory	Workshop	Project	Seminar	Consultation	Exam/Passing	Total hours
Full-time studies	10	15								25
Part-time studies	10	15								25
III. METHODS OF TEACHING ACTIVITIES										
<b>Forms of classes</b>			<b>Didactic methods</b>							
<b>Reading</b>			Serving methods, multimedia presentations, discussion, brainstorm							
<b>Ćwiczenia</b>			Praca with source materials Problem methods Practical and activating methods of projects implemented on the basis of assumptions given by the lecturer							
IV. OBJECTIVE LEARNING OUTCOMES IN RELATION TO LEARNING OUTCOMES FOR THE FIELD OF STUDY AND AREAS										
<b>Lp.</b>	<b>Description of the learning outcomes in question</b>							<b>Directional effect reference</b>		
<b>Knowledge:</b>										
1.	Knows and understands in depth the essence of the analysis of the online advertising market, including trends and user behavior on the Internet							ZO1_W01 P6S_WG		
2.	Knows and understands in depth the concepts and strategies of online advertising, including the essence of channel selection and ways to reach the target group							ZO1_W11 P6S_WG		
3.	Knows and understands in depth the essence of competition analysis and identification of unique elements of this online advertising creation							ZO1_W12		

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		P6S_WG
<b>Abilities:</b>		
1.	can build an advertising message for the needs of the e-environment	ZO1_U01 P6S_UW
2.	can: choose appropriate Internet strategies, methods and analytical tools supporting decision-making processes in the organization	ZO1_U09 P6S_UW
3.	Pcan test and measure the effectiveness of the web and use the results to improve future advertising campaigns	ZO1_U10 P6S_UW P6S_UK P6S_UO
<b>Social competences:</b>		
1.	A graduate of first-cycle studies is ready to undertake responsible, ethical and entrepreneurial activities in the area of Internet business	ZO1_K02 P6S_KO
3.	A graduate of first-cycle studies is ready to: work in a team, taking on various roles and functions m.in leader, leader, innovator	ZO1_K07 P6S_KO
<b>V. CURRICULAR CONTENT (LEARNING)</b>		
<b>Lp.</b>	<b>Reading</b>	<b>Reference to the learning outcomes in question</b>
1	Advertising basic issues and definitions (basic principles of the impact of information on the recipient: content, keywords, color, vision, audio)	ZO1_W01 ZO1_W11
2	Analysis of the online advertising market, including trends and user behavior on the Internet	ZO1_W12 ZO1_U01
3	Forms of advertising on the Internet – (banners, skyscraper, butons, billboards, text links, pop-up ads, interstitial, top layer, direct e-mail)	ZO1_U09 ZO1_U10 ZO1_K02
4	Building an advertising message for the needs of the e-environment	ZO1_K07
5	The concept and strategy of online advertising, including the selection of channels and ways to reach the target group.	
6	Analysis of competition and identification of unique elements of online advertising creation.	
7	The process of creating an online advertisement, from the concept and creative brief to the final production.	
8	Optimization of online advertising for SEO and increasing its visibility on the Internet.	
9	Measuring the effectiveness of online advertising and using the results to improve future advertising campaigns.	
10	Testing the effectiveness of online advertising and optimizing based on the analysis of results.	
<b>Lp.</b>	<b>exercise</b>	<b>Reference to the learning outcomes in question</b>
1.	Psychology of the impact of advertising. Law and ethics in advertising	ZO1_W01
2.	Other forms of advertising communication in a virtual environment – (content marketing, viral marketing)	ZO1_W11

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3	Advertising basic issues and definitions (basic principles of the impact of information on the recipient: content, keywords, color, vision, audio)	ZO1_W12 ZO1_U01 ZO1_U09 ZO1_U10 ZO1_K02 ZO1_K07
4	The concept and strategy of online advertising, including the selection of channels and ways to reach the target group.	
5	Analysis of competition and identification of unique elements of online advertising creation.	
6	The process of creating an online advertisement, from the concept and creative brief to the final production.	
7	Optimization of online advertising for SEO and increasing its visibility on the Internet.	
8	Measuring the effectiveness of online advertising and using the results to improve future advertising campaigns.	
9	Testing the effectiveness of online advertising and optimizing based on the analysis of results.	
10	Creative techniques in online advertising, including the use of video, graphics and sound.	

### VI. METHODS OF ASSESSMENT OF LEARNING OUTCOMES

Learning outcomes	Verification method	Form of classes in which EUS is verified (Learning outcome)
<b>Knowledge:</b>		
ZO1_W01 ZO1_W11 ZO1_W12	Test, project	Lecture/ Tutorials
ZO1_U01 ZO1_U09 ZO1_U10	Test, project	Lecture/ Tutorials
<b>Social competences:</b>		
ZO1_K02 ZO1_K07	Test, project	Lecture/ Tutorials

### VII. CRITERIA FOR ASSESSING ACHIEVED LEARNING OUTCOMES

Learning outcomes	Unsatisfactory assessment The student does not know and does not understand/cannot/is not ready:	Grade range 3.0-3.5 The student knows and understands / can / is ready:	Grade range 4.0-4.5 The student knows and understands / can / is ready:	Very good rating The student knows and understands / can / is ready:
For each of the learning outcomes identified for the	The student obtains less than 50% of the maximum number of points for a given effect	The student obtains from 50 to 69% max. the number of points for a given effect	The student obtains from 70 to 89% max. the number of points for a given effect	The student obtains 89% max. the number of points for a given effect

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Knowledge, Skills and Competences module				
<b>VIII. STUDENT'S WORKLOAD – NUMBER OF HOURS AND BALANCE OF ECTS CREDITS</b>				
<b>Type of activity ECTS</b>		<b>Student load</b>		
		<b>Studies Stationary</b>	<b>Part-time studies</b>	
Participation in didactic activities (lectures, exercises, tutorials, project, laboratories, workshops, seminars) – SUM of hours – from point II		25	25	
Exam/Passing				
Participation in the consultation				
Project / Essay		10	10	
Independent preparation for didactic classes		5	5	
Preparing to pass a teaching class		10	10	
<b>Total student workload (25h = 1 ECTS) TOTAL hours/ECTS</b>		<b>2 ECTS / 50 h</b>	<b>2 ECTS/ 50 h</b>	
Student load in classes in direct contact with the teacher		25	25	
Student load in practical classes		15	10	
Student load in practical vocational preparation classes				
Student load in research preparation classes		10	15	
<b>IX. LITERATURE AND OTHER DIDACTIC MATERIALS</b>				
<b>Basic literature:</b>				
1. A. Jabłoński, EFFECTIVE ADVERTISING ON FACEBOOK AND INSTAGRAM, Marketer 2021				
<b>Supplementary literature:</b>				
1. A. Afuah, Ch. L. Tucci, Internet business - strategies and models, Oficyna Ekonomiczna, Kraków, 2002.				
2. P. Majewski, Czas na e-biznes, Helion, Gliwice, 2007.				
3. P. Kierzkowska, E-business - customer relations, Helion, Gliwice, 2007.				
4. T. Maciejowski, Firma w Internet, Oficyna Ekonomiczna, Kraków, 2004.				
5. E. Frąckiewicz, Internet Marketing, PWN, Warsaw 2006				
6. Leśniewska A., Internet advertising, Helion, Gliwice 2006				
<b>Other teaching materials:</b>				
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