

ITEM CARD

Attachment No. 1 into 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)										
ITEM NAME: Social media in the practice of the company										
Name of the organizational unit leading the course:				Faculty of Management and Technical Sciences						
Name of the field of study, level of education:				Second-cycle management						
Learning profile:				General academic						
Name of the specialty:				eMarketing & Social Media						
Type of learning module:				Specialty						
Year/Semester:				Year 2/ semester 3						
Person coordinating the subject:				R. Dawidziuk, M.A. A. Kamińska, Prof. WSM						
Prerequisites (resulting from the succession of items):				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										
	Lecture	Exercise	Seminar	Laboratory	Workshop	Project	Seminar	Consultation	Exam/Passing	Total hours
Full-time studies	30	30								60
Part-time studies	15	15								30
III. METHODS OF TEACHING ACTIVITIES										
Forms of classes			Didactic methods							
Lecture			Feeding methods, discussions							
exercise			Working with literature 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										
Lp.	Description of the learning outcomes in question							Directional effect reference		
Knowledge:										
1.	knows and understands in depth the essence and importance of social media for the functioning of the company in a turbulent environment							ZO2_W07 P7S_WG		
2.	knows and understands in depth the importance of communication and social media in relations with stakeholders							ZO2_W10 P7S_WG		

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3	knows and understands the use of social media in building customer loyalty to an in-depth degree	ZO2_W14 P7S_WG
Abilities:		
1.	is able to analyze and implement tools for monitoring and examining the effectiveness of the company's activities in social media	ZO2_U15 P7S_UW P7S_UK P7S_UO
Social competences:		
1.	is ready to critically evaluate the strategies used in the area of social media	ZO2_K07 P7S_KK
2.	is ready to make responsible and ethical decisions regarding the implementation of social media strategies	ZO2_K08 P7S_KO
V. CURRICULAR CONTENT (LEARNING)		
Lp.	Lecture:	Reference to the learning outcomes in question
1	Social media, their specificity and importance for business	ZO2_W07
2	Social media as tools for communication between the company and the environment	ZO2_W10
3	Overview of social platforms. Pros and cons of the most popular types of social media	ZO2_W14 ZO2_U15
4	Objectives, conditions of use and main recipients of communication via social media	ZO2_K07 ZO2_K08
5	The process of personalization of social networking sites – (databases and study on the preferences and needs of society – the client)	
6	The use of social media in marketing communications	
7	The use of social media in building customer loyalty	
8	E-commerce in the face of social media challenges	
9	Personal branding in social media	
10	The main challenges of communication in social media	
11	Social Media Risks	
Lp.	Seminar:	Reference to the learning outcomes in question
1	The process of personalization of social networks and security in SM	ZO2_W07
2	Social media in employee practice	ZO2_W10
3	Viral marketing in social media (case studies)	ZO2_W14 ZO2_U15
4	Influencer marketing in social media (case studies)	ZO2_K07
5	Creating effective communication strategies in social media	ZO2_K08
6	Tools for monitoring and testing the effectiveness of the company's activities in social media	
7	Unconventional marketing communication strategies in social media (case studies)	

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8	Organizational crisis management in social media (case studies)			
9	Case studies			
10	Social media in the practice of enterprises (case studies)			
VI. METHODS OF ASSESSMENT OF LEARNING OUTCOMES				
Learning outcomes	Verification method			Form of classes in which EUS is verified (Learning outcome)
Knowledge:				
ZO2_W07 ZO2_W10 ZO2_W14	Written exam			Lecture/Tutorials
Abilities:				
ZO2_U15	Written exam			Lecture/Tutorials
Competence:				
ZO2_K07 ZO2_K08	Written exam			Lecture / Exercises
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 all learning outcomes	The student obtains less than 50% of the maximum number of points for a given effect	The student obtains from 50 to 69% of the maximum number of points for a given effect	The student obtains from 70 to 89% max. of the number of points for a given effect	The student obtains 89% of the maximum number of points for a given effect
VIII. STUDENT'S WORKLOAD – NUMBER OF HOURS AND BALANCE OF ECTS CREDITS				
Type of activity ECTS		Student load		
		Studies Stationary	Part-time studies	
Participation in didactic activities (lectures, exercises, tutorials, project, laboratories, workshops, seminars) – SUM of hours – from point II		60	30	
Exam/Passing		1	1	
Participation in the consultation		1	1	
Project / Essay				
Independent preparation for didactic classes		38	48	
Preparing to pass a teaching class		25	45	
Total student workload (25h = 1 ECTS) TOTAL hours/ECTS		5ECTS/ 125 h	5ECTS/ 125 h	
Student load in classes in direct contact with the teacher		60	30	

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Student load in practical classes	65	95
Student load in practical vocational preparation classes		
Student load in research preparation classes		
IX. LITERATURE AND OTHER DIDACTIC MATERIALS		
Basic literature:		
1. Biblia Social Media Bartek Popiel, Kacper Bisanz, Karol Chojnacki, Krystian Kucharski, Paweł Majewski, Piotr Szyszka, Przemysław Przybylski, Szymon Mierzwa, Tomasz Guzik, Wojciech Bizub, Expertia 2021		
2. M. Żukowski, Your company in social media, Helion, Gliwice 2016		
3. J. Turner, R. Shah, How to make money in social media, One Press, Gliwice 2015		
Supplementary literature:		
1. M Sadowski Social media revolution, 2012		
2. E Krok, Social media as an element of the knowledge management system in the company, Scientific Journals. Studia Informatica, 2011		
3. K SumaRa, M Krzycki, S Prokurat, P Kubisiak, Research report: Polish companies in social media, Harvard Business Review 2012		
4. E. Frąckiewicz, Internet Marketing, PWN, Warsaw 2006		
5. J Falls, E Deckers, I Szybilska Social media without bullshit: how to create a brand, Helion, 2013		
6. A Podlaskand, Social Marketing. The secrets of effective promotion in social media, Helion 2012		
Other teaching materials:		
Social Media Case Studies		