

STUDY GUIDE

Internet Marketing

Organised by

Univeristy of Zielona Góra

1. IDENTIFYING DATA.													
• Course Name.	Internet Marketing												
• Coordinating University.	Univeristy of Zielona Góra												
• Partner Universities Involved.	N/A												
• Course Field(s).	Engineering and Technical Sciences												
• Related Study Programme.	Computer Science Environmental Engineering Business Administration												
• ISCED Code.	0414 Marketing and advertising												
• SDG.	3; 7; 8; 12; 17												
• Study Level.	B- Bachelor M-Master D-Doctorate												
• EUNICE Key Competencies	[Indicate the Key Competencies offered by the course.] • Green – strongly • Orange - moderately • Red – partially • Blank cell - not at all <table border="1"> <tbody> <tr> <td>Problem solving</td> <td></td> </tr> <tr> <td>Teamworking</td> <td></td> </tr> <tr> <td>Communication</td> <td></td> </tr> <tr> <td>Self-management</td> <td></td> </tr> <tr> <td>Cognitive flexibility</td> <td></td> </tr> <tr> <td>Digital competence</td> <td></td> </tr> </tbody> </table>	Problem solving		Teamworking		Communication		Self-management		Cognitive flexibility		Digital competence	
Problem solving													
Teamworking													
Communication													
Self-management													
Cognitive flexibility													
Digital competence													

	Technical competence	
	Global intercultural competence	

• Number of ECTS credits allocated.	6
• Mode of Delivery.	Online live / synchronous online course,
• Language of Instruction.	English
• Course Dates.	The course will be delivered from 1 March 2027 to 21 June 2027.
• Precise Schedule of the Lectures.	The course will consist of 15 lecture meetings . Each meeting will last 2 academic hours , i.e. 90 minutes . The total duration of the course will be 30 academic hours , corresponding to 22.5 clock hours .
• Key Words.	Business Process Management Process Modeling Workflow Automation Process Analysis Digital Transformation Business Process Optimization
• Catchy Phrase.	This course helped me learn how to model and improve business processes using BPMN tools

• Prerequisites and co-requisites.	The study levels this course is available for Students in Electronic Business, Management, or E-commerce; Bachelor, Master, PhD Required linguistic skills -English B2 Level
• Number of EUNICE students that can attend the Course.	30
• Number of EUNICE students that can attend the course per institution	3
• Course inscription procedure(s).	Standard procedure

2. CONTACT DETAILS.

· Department.	Engineering and Technical Sciences
· Name of Lecturer.	dr inż. Joanna Cyganiuk
· E-mail.	J.Cyganiuk@iim.uz.zgora.pl
· Other Lecturers.	N/A

3. COURSE CONTENT.

This course provides an introduction to business process modeling, analysis, and automation using BPMN (Business Process Model and Notation). Students learn how to design, analyze, and optimize business processes and apply modern tools for workflow automation. The course combines theoretical lectures with practical laboratory sessions, enabling participants to work with real-world case studies and software tools such as ADONIS and Bonita BPM. Emphasis is placed on developing skills in process optimization, digital transformation, and improving organizational efficiency.

4. LEARNING OUTCOMES.

Understand BPM and BPMN fundamentals.
Model and design business processes using BPMN.
Analyze and optimize business processes.
Apply basic process automation using dedicated tools (e.g. ADONIS, Bonita BPM).
Identify inefficiencies and propose improvements.
Use digital tools for process simulation and workflow management.

5. OBJECTIVES.

Digital competence, Self-management, Communication

6. COURSE ORGANISATION.

UNITS

1.	Introduction to Business Process Management (BPM)
2.	BPMN Fundamentals
3.	Process Modelling Techniques and Process Analysis and Optimization
4.	Process Automation Tools and Process Simulation and Case Studies
5.	Final Project

LEARNING RESOURCES AND TOOLS.

Lecture slides and course materials provided by the instructor
Case studies and real-world business process examples
Academic articles and BPM-related publications
Online tutorials and documentation for BPMN tools
Group projects and laboratory exercises

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

Lectures
group work

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

Project-based + graded tests

OBSERVATIONS.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

1. Nicholas Papagiannis, Effective SEO and Content Marketing: The Ultimate Guide for Maximizing Free Web Traffic; Wiley; 2020;
2. Judy Strauss , Raymond Frost, Alexa Fox; E-marketing: International Student Edition; Routledge ; 2018;
3. Tracy Tuten, Social Media Marketing; SAGE Publications Ltd; 2021
4. Sushila Madan; E- Marketing; Scholar Tech Press; 2018;
5. Chad White; Email Marketing Rules: A Step-by-Step Guide to the Best Practices that Power Email Marketing Success; CreateSpace Independent Publishing Platform; 2014;
6. Andreas Ramos; The Big Book of Content Marketing; andreas.com; 2017;
7. David M. Scott; The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, Newsjacking, and Viral Marketing to Reach Buyers Directly; John Wiley & Sons; 2017;
8. Dhruv Grewal; M: Marketing; McGraw-Hill Education; 2016;
9. Stacy Landreth Grau; Marketing for Nonprofit Organizations; Oxford University Press; 2014;
10. Marc Guberti, Content Marketing Secrets: How To Create, Promote, And Optimize Your Content For Growth And Revenue (Grow Your Influence Series); CreateSpace Independent Publishing Platform; 2017;