The Jerzy Kukuczka Academy of Physical Education in Katowice Faculty of Sport and Tourism Management			
Field of study and level of education:	Management - 1st degree		Mode of study: Full / Part time
Course title	**MOBILE MARKETING**		
Name of the group of items	**Module in the area of social sciences**		
Education profile	General - academic		
Language of instruction	English		
Type of education module	mandatory	optional	X
Specialty	**All specialties**		
Year of study	First degree		
Semester	Second		
Number of ECTS points	Three		
Title / degree, name and surname lecturer	Luis Ochoa Siguencia PhD		
Directional learning effects - symbols	Learning outcomes		

	KNOWLEDGE	
K_W01, K_W02,	K1	knows the basic principles and concepts of the theory of organization and management from its first creators to modern times, list the various schools that make up the history of this discipline
K_W17, K_W18, K_W19	K2	knows the principles of evaluation of entrepreneurial and effective activities and proper communication within the organization as well as its surroundings
K_W04, K_W09	K3	define and select the correct type of organizational structure of the company (eg service, production) with the selected activity profile

	SKILLS	
K_U02, K_U04, K_U14	S1	can use the acquired skills to create small, uncomplicated sports and tourist organizations, set its goals and assess their role in the social environment. can recognize effective actions and apply the appropriate method of managing them and choose the appropriate management style
K_U25, K_U26, K_U28	S2	can classify organizational structures useful for a given type of sports and tourist organization taking into account the specificity of their activities
K_U16, K_U19, K_U25	S3	can design organizational structures for a selected company

	SOCIAL COMPETENCE	
K_K01, K_K02, K_K04	C1	is aware that knowledge in the scope of the organization's functioning as well as methods of managing it depends on many macroeconomic factors in the country and in the world, and consequently is not stable and requires constant updates and adjustments to new trends prevailing in the global economy
K_K06, K_K07, K_K08	C2	is aware that proper communication facilitates running a business and allows for optimal decision making
K_K03, K_K08	C3	is aware of the role of management in enterprises / institutions
Course contents	1. Introduction to Mobile Marketing . 2. Mobile Marketing Management. 3. Mobile-Optimized Websites. 4. Text Message Marketing.	

	5. Social Media. 6. Mobile Advertising. 7. Mobile Apps. 8. Mobile Commerce. 9. Mobile Customer Relationship Management. 10. Mobile Customer Acquisition. 11. Mobile direct mail. 12. Mobile Business and Mobile TV. 13. Mobile Marketing Research.
Prerequisites and additional requirements	not applicable
compulsory literature	1. Ochoa Siguencia, L. (2018). Contemporary Information Technologies In Business Management. Publishing House of the Research and Innovation in Education Institute, Czestochowa, p. 231. 2. Hongbing H. (2019). Mobile Marketing Management: Case Studies from Successful Practices, Taylor & Francis Group, p. 444.
Additional literature	1. Chęchińska Kopiec, A., & Ochoa Siguencia L. (2020). Media społecznościowe i platformy e-learningowe w edukacji. Zenodo. http://doi.org/10.5281/zenodo.4299723 2. Bentz, B. (2016). Relevance Raises Response: How to Engage and Acquire with Mobile Marketing. *1st* ed. Valley Forge, PA: Skill Bites, p. 354. 3. Ochoa-Daderska R., Ochoa Siguencia L., Gródek-Szostak Z. (2020). Supporting autonomy in a technology - mediated environment. Zenodo. http://doi.org/10.5281/zenodo.3830979
Planned forms / activities / didactic methods	Lecture: lecture with elements of discussion Workshops / exercises • Simulation and case study analysis - conducted with activating methods; • solving selected problems in task-design teams
Assessment methods	Grading / assignments
Assessment methods of learning outcomes	Lecture: written test with open / closed questions or computational tasks Exercises / workshops: students perform specific tasks and solve team problems in group work;
Criteria for assessing the achievement of the learning outcomes	Assessment criteria for passing: 1. To develop independently or in a group a given problem - a project, a multimedia presentation, an oral presentation, and activity during classes 2. It is considered to be of sufficient value when the student: a) develop the given issue - project 3. Formal requirements for receiving the pass mark: a) **very good** (5) - the student will develop a very well-designed project, and a multimedia presentation, which will be presented in the form of a speech and will show significant activity during classes b) **good plus (4+)** - the student will develop a very well-designed project, but with some shortcomings and a multimedia presentation, which will be presented in the form of an appearance will also show activity during classes c) **good-student (4)** - will develop a well-designed project and multimedia presentation, which will be presented in the class d) sufficient plus (3+) - the student will develop a well-designed project, but with some shortcomings and prepare a multimedia presentation e) **Sufficient (3)** - the student will develop a satisfactorily project f) **Insufficient (2)** - the student will not develop a given project or develop it badly

Professional training	not applicable
FULL TIME STUDIES Balance of ECTS points	participation in lectures = 39hours project preparation = 20 hours preparation for passing = 19 hours total number of hours = 78 hours In direct contact with the teacher 50% of the hours number of ECTS points = 3 points Minimum number of student work hours 3 x 26h = 78 h

Evaluation of learning outcomes				
Learning outcomes	**Form of assessment**			
	Test	Project	Teaching discussion.	Presentation
K1	X	X		X
K2	X	X		X
K3	X	X		X
S1			X	X
S2		X	X	X
S3			X	
C1			X	
C2			X	
C3			X	