Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | | **Content** |
| Course title | | Personalization and new ICT technologies. Effective use and potential abuse of customer data |
| Organizational unit: | | Faculty of Management |
| Organizational unit where the course is offered: | | Konwersatoria English dla MSM i MSZFR dzienne |
| Course ID | | 2600-MSdz2PNICTen |
| Erasmus code / ISCED | |  |
| Course groups | |  |
| Period when the course is offered | | summer term 2023/2024 |
| Short description | | The course covers basic issues related to the application of modern technologies in marketing, sales, customer service and processing of personal data of Internet users and management information systems, their role and place in an organization.  As part of the course, Students are introduced to the basic issues of ICT, including AI (artificial intelligence), big data and IoT (Internet of Things) in the context of marketing communications, sales, personalization and data analytics. |
| Type of course: | | elective courses |
| Full description | | The scope of the course is as follows:  1. Contemporary marketing and sales strategies. Digital solutions and e-commerce.  2. The application of new technologies in the context of marketing and sales.  3. Segmentation and polarization of the market. Profiling consumers - “the segment of one” by Ph. Kotler.  4. Data-driven solutions: AI, IoT and big data analytics.  5. Use and abuse of data processing. The age of surveillance capitalism (Sh. Zuboff’s concept). Personal data protection.  6. Consumer behavior and predictive marketing.  7. Recommender systems, benefits and downsides.  8. Augmented and contextual marketing: AR and VR.  9. Customer value and reliability of products and brands.  10. Social media and customer engagement. |
| Prerequisites | Formal |  |
| Initial |  |
| Learning outcomes | | Upon completion of this course, Student:  KW05: demonstrates an understanding of the application and development of modern information and communication technologies (ICT) in the areas of marketing, sales, customer service and data processing,  KW06: identifies new economic phenomena, technologies and their specific applications that support businesses in the field of data analytics,  KU02: identifies the challenges related to the development of e-commerce, evaluates the quality of different types of modern technological solutions (AI, AR, VR, IoT and big data) and the impact they have on consumers and their behavior,  KU03: distinguishes between different types of ICT technologies and identifies examples of their practical application in data processing, personalization, market segmentation and customer profiling,  KU04: uses English at the level of B2 (CEFR)  KK01: assesses the feasibility of implementing a particular ICT solution in different areas of the organization's operations so that the organization can properly respond to the needs and expectations of modern consumers following the principles of ethical conduct,  KK02: analyzes the usefulness of modern ICT technologies in different areas of activity and the benefits of their application, analyzes examples of the application of modern digital solutions in the context of data collection, processing and analysis as well as the opportunities and threats they bring,  KK03: understands methods of evaluating ICT technologies in terms of data analysis, their effectiveness and usefulness, their appropriate use and potential misuse, identifies the place and role of ICT in organizations and consumer relations and the importance of awareness and proactive approach of Internet users to protect their interests as consumers. |
| ECTS credit allocation (and other scores) | |  |
| Assessment methods and assessment criteria | | The assessment is a single-choice test on the eKampus platform, (an active student account in the IT infrastructure of the UW Faculty of Management is required) and active participation in classes and group projects (case studies).  Final test  A minimum of 51% score from the final test is required to obtain a credit for the course.  Grading scale: 3 (51%-60%), 3+ (61%-70%), 4 (71%-80%), 4+ (81%-90%), 5 (91%-100%) |
| Examination | |  |
| Type of class | | conversational classes |
| Sposób realizacji przedmiotu | | remotely |
| Language | | English |
| Bibliography | | *Main references:*  *Laudon, K.C., Laudon, J.P., Management Information Systems: Managing the Digital Firm, Pearson, 2019 and next editions.*  *Supplementary literature:*  *Sharda, R., Delen D., Turban, E.,*  *Analytics, Data Science and Artificial Intelligence: Systems for Decision Support, 11th and next editions, Pearson, 2020*  *Zuboff, Sh., The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power, Public Affairs, 2019*  *Kotler, Ph., Kartajaya, H., Setiawan, I., Marketing 5.0: Technology for Humanity, John Wiley & Sons, 2021.* |
| Internship as part of the course | |  |
| Coordinators | | **Dr Alicja Fandrejewska** |
| Group instructors | | **Dr Alicja Fandrejewska** |
| Notes | |  |

**B. Detailed data**

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| **Name of the field** | **Content** |
| Group instructors: | **Dr Alicja Fandrejewska** |
| Title | **Personalization and new ICT technologies. Effective use and potential abuse of customer data** |
| Type of class: | elective courses |
| Learning outcomes defined for didactic method used during the course | Upon completion of this course, the Student:  KW05: demonstrates an understanding of the application and development of modern information and communication technologies (ICT) in the areas of marketing, sales, customer service and data processing,  KW06: identifies new economic phenomena, technologies and their specific applications that support businesses in the field of data analytics,  KU02: identifies the challenges related to the development of e-commerce, evaluates the quality of different types of modern technological solutions (AI, AR, VR, IoT and big data) and the impact they have on consumers and their behavior,  KU03: distinguishes between different types of ICT technologies and identifies examples of their practical application in data processing, personalization, market segmentation and customer profiling,  KU04: uses English at the level of B2 (CEFR)  KK01: assesses the feasibility of implementing a particular ICT solution in different areas of the organization's operations so that the organization can properly respond to the needs and expectations of modern consumers following the principles of ethical conduct,  KK02: analyzes the usefulness of modern ICT technologies in different areas of activity and the benefits of their application, analyzes examples of the application of modern digital solutions in the context of data collection, processing and analysis as well as the opportunities and threats they bring,  KK03: understands methods of evaluating ICT technologies in terms of data analysis, their effectiveness and usefulness, their appropriate use and potential misuse, identifies the place and role of ICT in organizations and consumer relations and the importance of awareness and proactive approach of Internet users to protect their interests as consumers. |
| Assessment methods and assessment criteria for didactic method used during the course | The assessment is a single-choice test on the eKampus platform, (an active student account in the IT infrastructure of the UW Faculty of Management is required) and active participation in classes and group projects (case studies).  Final test  A minimum of 51% score from the final test is required to obtain a credit for the course.  Grading scale: 3 (51%-60%), 3+ (61%-70%), 4 (71%-80%), 4+ (81%-90%), 5 (91%-100%) |
| Examination for didactic method used during the course | Final single-choice test |
| Range of content | The scope of the course is as follows:  1. Contemporary marketing and sales strategies. Digital solutions and e-commerce.  2. The application of new technologies in the context of marketing and sales.  3. Segmentation and polarization of the market. Profiling consumers - “the segment of one” by Ph. Kotler.  4. Data-driven solutions: AI, IoT and big data analytics.  5. Use and abuse of data processing. The age of surveillance capitalism (Sh. Zuboff’s concept). Personal data protection.  6. Consumer behavior and predictive marketing.  7. Recommender systems, benefits and downsides.  8. Augmented and contextual marketing: AR and VR.  9. Customer value and reliability of products and brands.  10. Social media and customer engagement. |
| Didactic methods |  |
| Bibliography | Main references:  Laudon, K.C., Laudon, J.P., Management Information Systems: Managing the Digital Firm, Pearson, 2019 and next editions.  Supplementary literature:  Sharda, R., Delen D., Turban, E., Analytics, Data Science and Artificial Intelligence: Systems for Decision Support, 11th and next editions, Pearson, 2020  Zuboff, Sh., The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power, Public Affairs, 2019  Kotler, Ph., Kartajaya, H., Setiawan, I., Marketing 5.0: Technology for Humanity, John Wiley & Sons, 2021. |
| Group limit |  |
| Time span | Friday 9:45-11:15 |
| Location | ZOOM Platform |