

Prowadzący	Mieczysław Pawłowski
ERASMUS+ (semestr zima) 2025/2026	TAK
Oferta PJOE (semestr lato) 2025/2026	NIE
Kierunek, rok, stopień dla PJOE (*obowiązkowe)	

* PJOE – przedmiot w języku obcym dla studentów polskich oraz dla studentów Erasmus+

** zostawić właściwe

BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

Module name	Customer Experience Management
Language of instruction	English
Prerequisites	Interest in modern marketing, e-commerce and business administration
ECTS points hour equivalents (30h = 6 ECTS; 15h = 3 ECTS)	<p>Contact hours, work with an academic teacher: 30</p> <p>Total number of hours with an academic teacher: 30</p> <p>Number of ECTS points with an academic teacher: 4</p> <p>Non-contact hours, students' own work: 10</p> <p>Total number of non-contact hours: 10</p> <p>Number of ECTS points for non-contact hours: 2</p> <p>Total number of ECTS points for the module: 6</p>
Educational outcomes verification methods	Educational outcomes will be assessed through projects, presentations, and blog posts, all of which will be completed during class time individually or in groups. There will be no homework assignments.
Description	<p>This course is for students interested in modern marketing, e-commerce, and business administration. It's ideal for those, who use internet services every day. It is also recommended for students interested in new business models and it's economy. Also for bloggers, video content creators and others aiming to save the World by make an social impact online.</p> <p>We will start by understanding customer mind (psychology, CRM) and learning how to influence their behavior – Paradox of choice. Next, we'll explore customer experience concepts and various service models for optimal customer satisfaction created. We'll then delve into the digital marketing, internet promotion, gAds, WordPress, and online environment for business. Finally, we'll cover e-commerce models, network effects in platform businesses, and customer experience measurement. It is going to be interesting course – read more https://mietwood.com/.</p>
Reading list	<ol style="list-style-type: none"> 1. Pawłowski, M., & Pastuszak, Z. (2017). B2B customers buying behavior. <i>International Journal of Synergy and Research</i>, 5, 19. 2. Karman, A., & Pawłowski, M. (2022). Circular economy competitiveness evaluation model based on the catastrophe progression method. <i>Journal of environmental management</i>, 303, 114223. 3. Klaus, P., Measuring Customer Experience: How to Develop and Execute the Most Profitable Customer Experience Strategies, Palgrave Macmillan, 2015
Educational outcomes	<p>Knowledge: Students will acquire a new knowledge for customer experience management in multichannel. Students will be prepared to apply for the position of specialist or manager in digital marketing, e-commerce, customer relationships or specialist in any internet business.</p> <p>Skills: Students will be able to analyze business models, create and adopt digital strategy variants to different customer groups, plan customer journeys and customer experience. Students will be able to measure customer satisfaction in various methods.</p> <p>Attitudes: Students will take part in discussions and workshops to practice</p>

	cooperation via teamwork. Students will analyze business cases for training critical and varied thinking. Students will be practicing blogging. Students will work with friendship and openness to innovative ideas.
Practice	n/a

INFORMATION ABOUT CLASSES IN THE CYCLE

Educational outcomes verification methods	
Comments	
Reading list	1.
Educational outcomes	KNOWLEDGE 1. SKILLS 1. ATTITUDES 1.
A list of topics	1.
Teaching methods	
Assessment methods	