

Subject card

Subject name and code	Market and marketing analytics, PG_00123468						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Specialty subject group		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Małgorzata Ławreszuk				
	Teachers		dr Małgorzata Ławreszuk				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		0.0		0.0	15
Subject objectives	<p>The aim of the course is to obtain knowledge in the field of creating, analyzing results, presenting and interpreting marketing research as well as obtaining knowledge and tools for preparing market research.</p> <p>Additional goals include: knowledge of market analytics and acquiring the ability to conduct marketing research</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_K03] inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	preparation of business projects based on marketing research	[SK5] implementation of a problem task
	[EKONMU2_W04] knows different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	knowledge of data collection and measurement in business entities	[SW5] implementation of a problem task
	[EKONMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	marketing research develops knowledge about consumer awareness	[SW5] implementation of a problem task
	[EKONMU2_U03] can analyse causes and course of economic and social processes and phenomena, formulate his/her own opinions on the subject, construct research hypotheses, and select and apply methods of their verification	market research skills	[SU1] oral statement/conversation/discussion
	[EKONMU2_U01] can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences	developing the student's analytical skills	[SU5] implementation of a problem task
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	ability to forecast market trends	[SK5] implementation of a problem task
[EKONMU2_W03] has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	knowledge of cause-and-effect connections in enterprises based on market research and marketing research	[SW5] implementation of a problem task	
Subject contents	1. Market analytics 2. Market size study 3. Scenario methods in forecasting market trends 4. Marketing analytics 5. Measurement as an element of marketing research 6. Primary measurement methods 7. Methods of data analysis and presentation of results 8. Customer research		
Prerequisites and co-requisites	knowledge in the field of: - principles used when conducting and making economic diagnoses, - programming functional systems of enterprises supported by substantive knowledge about conducting economic and financial research		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	market research project	51.0%	100.0%
Recommended reading	Basic literature	1. Badanie rynku: Jak zrozumieć konsumenta? red. naukowa M. J. Lutostanski, A. Łebkowska, M. Protasiuk, Warszawa 2021.2. M. Jarocka, J. Hartenberger-Liszek, K. Szałucki, Problemy finansowania badan rynkowych przedsiębiorstw, [w:] Efektywnosc finansowa przedsiębiorstw w perspektywie podstawowych zagadnień teorii i praktyki diagnozowania ekonomicznego ifunkcjonowania przedsiębiorstw, Wyd. Uniwersytetu Gdanskiego, Gdansk 2017	
	Supplementary literature	1. A. C. Burns, Ann F. Veeck, Marketing research, 9th Edition, Pearson 2020.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	a selected market research project with problem tasks		
Work placement	Not applicable		

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