

Subject card

Subject name and code	Consumer Behaviour and Market Communication, PG_00119603						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	5	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit							
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	0.0	15.0	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	The aim of the course is to deepen knowledge about the phenomenon of consumer behavior. Detailed objectives focus on learning about consumer behavior models, factors and principles according to which companies should design the market communication process.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W06] knows in depth of selected methods and tools, including statistical and econometric techniques, for describing economic agents and structures as well as social institutions and the processes taking place in them	The student knows the types of economic and social ties and the regularities governing them - including links between businesses and consumers	[SW2] presentation/project/paper/report
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	structures social and the principles of their functioning and about its operation in these structures, knows well as human motives for making economic decisions	[SW5] implementation of a problem task
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	The student knows selected methods and tools, including techniques, to an advanced degree statistical and econometric data enabling the description of economic entities and organizations	[SW1] oral statement/conversation/discussion
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	practical examples of consumer behavior	[SU1] oral statement/conversation/discussion
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	ability to identify behaviors in various industries	[SK2] presentation/project/paper/report
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	presentation and identification of stimuli	[SU2] presentation/project/paper/report
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	interpretation of consumer behavior	[SU1] oral statement/conversation/discussion
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	presentation of reports on consumer behavior and awareness	[SK1] oral statement/conversation/discussion
Subject contents	1. Review of theories and models of consumer behavior 2. Megatrends and consumer behavior 3. Brand and loyalty in consumer behavior 4. Consumer behavior on industry markets 5. Marketing communication 6. Consumer as an entity of value creation		
Prerequisites and co-requisites	Basic knowledge of the market and initial knowledge of various aspects of marketing.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	Mazurek-Łopacinska K., Zachowania konsumentów na współczesnym rynku. Perspektywa marketingowa, PWE, Warszawa 2021Konsument na rynku usług, pod red. G.Rosy, C.H.Beck, Warszawa 2015	
	Supplementary literature	Jarocka M., Zmiany potrzeb konsumenckich jako determinanta zachowan przedsiębiorstw branży jubilerskiej, /w:/ Zachowania rynkowe przedsiębiorstw w teorii i praktyce gospodarczej, pod red. B.Majeckiej, M.Jarockiej, PTE Oddział w Gdansku, Gdansk 2015	
	eResources addresses		
Example issues/example questions/tasks being completed	individual project		
Work placement	Not applicable		

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