

**Subject card**

<b>Subject name and code</b>	Consumer Behaviour and Market Communication, PG_00119602						
<b>Field of study</b>	Economics						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	5	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Małgorzata Ławreszuk				
	<b>Teachers</b>		dr Małgorzata Ławreszuk				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		0.0		0.0	15
<b>Subject objectives</b>	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_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_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_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_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_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_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-Łopacińska K., Zachowania konsumentów na współczesnym rynku. Perspektywa marketingowa, PWE, Warszawa 2021 Konsument na rynku usług, pod red. G.Rosy, C.H.Beck, Warszawa 2015	
	Supplementary literature	Jarocka M., Zmiany potrzeb konsumentek jako determinanta zachowań przedsiębiorstw branży jubilerskiej, /w:/ Zachowania rynkowe przedsiębiorstw w teorii i praktyce gospodarczej, pod red. B.Majeckiej, M.Jarockiej, PTE Oddział w Gdansk, Gdansk 2015	
	eResources addresses		

Example issues/ example questions/ tasks being completed	individual project
Work placement	Not applicable

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