

Subject card

Subject name and code	Market Simulations, PG_00119314						
Field of study	International Economic Relations						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	undergraduate 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	6	ECTS credits			2.0		
Learning profile	academic	Assessment form					
Conducting unit	Zakład Strategii Marketingowych -> Katedra Biznesu Międzynarodowego -> Faculty of Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marek Reysowski				
	Teachers		dr Marek Reysowski				
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	Understanding of the processes within the enterprise. The ability to define the needs and preferences of customers and to develop market-based products and services.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence		During the market simulation, the student thinks and acts in an entrepreneurial way, identifies risks, adapts to new situations.			[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report	
	[MSG3_U07] can perform commercial transactions on the international market, select and apply appropriate forms of transaction settlement, analyse and critically assess the course of transactions		The student is able to execute the transactions used in the market simulation and is able to critically evaluate them.			[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report	
	[MSG3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management		The student has knowledge of company management, knows the marketing strategies and tools used in the market simulation.			[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report	
	[MSG3_W16] has an advanced knowledge and understanding of the principles of entering into and conducting business transactions on the international market		The student is familiar with the terms and conditions of the contracts used in the market simulation.			[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report	

Subject contents	<p>1. Introduction to strategic business management 1</p> <p>1.1. Methods of forming strategic objectives in a company</p> <p>1.2. Elements of a strategic plan</p> <p>2. Introduction to strategic business management 2</p> <p>2.1. Basic strategic analysis</p> <p>2.2. Methods of positioning in relation to competitors</p> <p>3. Customer segmentation methods</p> <p>3.1. Segmentation based on customer preferences and habits</p> <p>3.2. Demographic characteristics of segments</p> <p>4. Development of a long-term strategy for the company</p> <p>5. Introduction to simulation</p> <p>5.1. Description of the market situation</p> <p>5.2. Learning to use the user interface</p> <p>6. Methods of introducing a new product to the market</p> <p>6.1. Analysis of customer expectations and preferences</p> <p>6.3. Defining a range of price acceptability</p> <p>7. Building and implementing communication strategies</p> <p>7.1. Message and media selection for target segments</p> <p>7.2. Brand awareness</p> <p>8. Customer satisfaction and loyalty surveys</p> <p>8.1. Overall satisfaction index</p> <p>8.2. Influence of individual elements of the offer on overall customer satisfaction</p> <p>9. Summary of the course</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Personal involvement	0.0%	20.0%
	Project, market simulation	50.0%	80.0%

Recommended reading	Basic literature	Marcin Skurczyński, Strategiczna symulacja rynkowa 4RMR - Podręcznik, IHZ, Sopot 2010 Marcin Skurczyński, Segmentacja - materiały do zajęć, IHZ, Sopot 2010
	Supplementary literature	Philip Kotler, Marketing Management, Pearson, any edition dated after year 2000
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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