

**Subject card**

<b>Subject name and code</b>	Market Researches, PG_00119404						
<b>Field of study</b>	International Economic Relations						
<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>			4.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>	Division of Maritime Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Hanna Klimek				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	0.0	0.0	0.0	0.0	30
	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>	30		0.0		0.0	30
<b>Subject objectives</b>	Presenting market research in connection with the decision-making process; presentation of the research process, selected research methods and tools, and the most important areas of market research (especially in the context of maritime transport).						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGL3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	The student knows the principles of functioning of the market and the market mechanism and understands its importance for economic decisions made by people. The student knows that: market and marketing research is an element of the decision-making process in enterprises. The student knows how an enterprise operates in its environment (including international); knows marketing concepts and tools used in business management; understands the need for market research as an important area of operation of a modern enterprise. The student discusses observations and doubts with the teacher during the consultation.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSGL3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	The student is able to use the known research methods and tools and use research results for marketing purposes. Is able to use various data sources and interpret statistical data as well as calculate and interpret various indicators. Is able to identify and analyze relationships between competing business entities, determine the factors of competitiveness of products and enterprises, identify factors influencing buyer behavior.	[SU4] test/exam - oral or written
	[MSGL3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life	The student is ready to deepen and update this knowledge.	[SK4] test/exam - oral or written
	[MSGL3_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently	The student uses expert methods in market research.	[SK4] test/exam - oral or written
	[MSGL3_W10] knows selected methods and tools, including IT tools and data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market; knows the processes and phenomena occurring in them and between them, and processes supporting decision-making	The student knows the essence, areas and mechanisms of market research; knows the course of the research process. The student knows the types and methods of research; knows the sources, methods and tools for obtaining data; understands the purpose of conducting research.	[SW4] test/exam - oral or written
	[MSGL3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	The student knows the meaning of the market and the principles of functioning of the market and the market mechanism.	[SW4] test/exam - oral or written

Subject contents	<p>1. INTRODUCTION TO THE PROBLEM OF MARKET RESEARCH.</p> <p>2. MARKET AND MARKETING RESEARCH.</p> <p>3. DEMAND RESEARCH.</p> <p>4. RESEARCH OF THE MARKET STRUCTURE AND METHODS OF SHAPING THE MARKET POSITION OF ENTERPRISES.</p> <p>5. RESEARCH CONCERNING THE MOST IMPORTANT MARKETING INSTRUMENTS, including research on: products, prices, promotions, distribution.</p>											
Prerequisites and co-requisites	Basic knowledge, skills and competences acquired in the following subjects: microeconomics, statistics and marketing.											
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Subject passing criteria</th> <th style="width: 33%;">Passing threshold</th> <th style="width: 33%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Participation in the discussion</td> <td>0.0%</td> <td>10.0%</td> </tr> <tr> <td>Exam</td> <td>51.0%</td> <td>90.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Participation in the discussion	0.0%	10.0%	Exam	51.0%	90.0%
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Recommended reading	<p>Basic literature</p> <p><i>Badania marketingowe. Nowe metody badań i zastosowania</i>, red. R. Milic-Czerniak, Wydawnictwo Difin, Warszawa 2019</p> <p><i>Badanie rynku</i>, red. M.J. Lutostański, A. Łebkowska, M. Protasiuk, Wydawnictwo Naukowe PWN SA, Warszawa 2021</p> <p>S. Kaczmarczyk, <i>Badania marketingowe. Podstawy metodyczne</i>, PWE, Warszawa 2014</p> <p><i>Badania marketingowe w zarządzaniu organizacją</i>, red. nauk. W. Popławski, E. Skawińska, PWE, Warszawa 2012</p> <p>D. Maison, <i>Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta</i>, Wydawnictwo Naukowe PWN, Warszawa 2010</p> <p>S. Kaczmarczyk, <i>Zastosowania badań marketingowych</i>, PWE, Warszawa 2007</p> <p>P. Kotler, H. Kartajaya, I. Setiawan, <i>Marketing 4.0. Era cyfrowa</i>, MT Biznes, Warszawa 2017</p> <p>P. Kotler, H. Kartajaya, I. Setiawan, <i>Marketing 5.0. Technologie next tech</i>, MT Biznes, Warszawa 2021</p> <p>P. Siuda, <i>Ankieta internetowa: zalety i wady - rekapitulacja (w:) Metody badań online</i>, red. P. Siuda, Wydawnictwo Naukowe Katedra 2016</p>											

	Supplementary literature	<p>P. Hague, N. Hague, C.-A. Morgan, <i>Badania rynkowe w praktyce</i>, HELION, 2005</p> <p>S. Mynarski, <i>Badania rynkowe w przedsiębiorstwie</i>, Wyd. AE, Kraków 2001</p> <p>H. Klimek, <i>Badania rynkowe i badania marketingowe a badania rynku</i> (w:) <i>Studia i Materiały Instytutu Transportu i Handlu Morskiego</i>, red. nauk. O. Dębicka, H. Klimek, T. Gutowski, "Zeszyty Naukowe Uniwersytetu Gdańskiego" nr 6, Gdańsk 2009</p> <p>S. Kaczmarczyk, R. Pałgan, <i>Marketing w przedsiębiorstwie. Ujęcie zarządcze i systemowe z przykładami</i>, ODIDK, Gdańsk 2008</p> <p>H. Klimek, <i>Globalization and Market Research</i> (in:) <i>The Reality and Dilemmas of Globalization</i>, ed. K. Dobrowolski, J. Żurek, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2008</p> <p>R. J. Kaden, <i>Badania marketingowe</i>, PWE, Warszawa 2008</p> <p>J. Dąbrowski, H. Klimek, <i>Purchasing research of enterprises</i> (in:) <i>The Challenges of Global Economy</i>, ed. by O. Dębicka, K. Dobrowolski, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2013</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> <li>1. The course of the research process.</li> <li>2. The most important data sources.</li> <li>3. Selected research methods and techniques.</li> <li>4. Goals and areas of market research.</li> <li>5. Rules for constructing a survey questionnaire.</li> </ol>	
Work placement	Not applicable	

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