

Subject card

Subject name and code	Market Analysis, PG_00157341						
Field of study	Informatics and Econometrics						
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 Subject group related to scientific research in the field of study		
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	Department of Statistics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Kamila Migdał-Najman				
	Teachers						
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		10.0		25.0	50
Subject objectives	1. The student understands the essence and importance of market research.2. The student is able to organize market research and correctly apply quantitative methods to solve simple market problems.3. The student has the ability to explain the purpose of individual methods used and interpret the obtained results in relation to market phenomena.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[liEMU2_W02] The student has an in-depth knowledge of economic structures and institutions, the processes taking place in them, the connections between them and their dynamics, and has an in-depth knowledge of the phenomena and processes taking place in their environment.	The student has in-depth knowledge of the economic structures and institutions operating on the market, the processes taking place in them, the connections between them and their dynamics. The student has in-depth knowledge of the phenomena and processes taking place in their environment.	[SW2] presentation/project/paper/report [SW3] text preparation/written work
	[liEMU2_W04] The student has an in-depth knowledge of advanced mathematical, statistical, econometric and IT methods that enable the acquisition, processing and analysis of data reflecting the functioning and growth of the national economy and its components, as well as the phenomena and processes occurring in their environment.	The student has in-depth knowledge of advanced mathematical, statistical, econometric and IT methods enabling the acquisition, processing and analysis of market data reflecting the functioning and growth of the national economy and its components as well as phenomena and processes occurring in their environment.	[SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task
	[liEMU2_U09] The student has an in-depth ability to prepare written works, oral speeches and multimedia presentations on the functioning and growth of the national economy and its components, the course of complex economic phenomena and processes, the acquisition of data about them, their collection, processing and analysis with the help of modern mathematical, statistical, econometric and IT tools, as well as their use in modeling, forecasting and optimization.	The student has advanced skills in preparing written works, oral presentations and multimedia presentations on the functioning and growth of the national economy and its components, the course of complex economic phenomena and processes, obtaining data on them, collecting, processing and analyzing them using modern mathematical, statistical, econometric and IT tools, as well as their use in modeling, forecasting and optimization.	[SU2] presentation/project/paper/report [SU3] text preparation/written work
	[liEMU2_U05] The student is able to make a statistical description of basic and detailed economic categories at an advanced level, formulate and verify hypotheses about their formation.	The student is able to perform a statistical description of basic and detailed economic categories obtained through market research at an advanced level. The student is able to formulate and verify hypotheses regarding their formation.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[liEMU2_W05] The student has an in-depth knowledge of socio-economic data sources, their databases and how to create them.	The student has in-depth knowledge of the sources of socio-economic data, their databases and the methods of their creation needed to carry out market research.	[SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task
	[liEMU2_K03] The student is able to communicate freely with the public inside and outside the workplace, transfer his knowledge and share his skills through various media.	The student is able to communicate freely with the environment in the workplace and outside of it. The student is able to convey his knowledge and share his skills using various media.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[liEMU2_U01] The student can comprehensibly, orally and in writing, present and justify in depth advanced economic theories and apply them to explain the functioning of the national economy and its components. Understands and can explain the content of communications from economic institutions, articles in the economic press and scientific journals.	The student is able to present and justify in an in-depth manner, in speech and writing, advanced economic theories used in market research. The student is able to apply them to explain the functioning of the national economy and its components; understands and is able to explain the content of announcements from economic institutions, articles published in the economic press and scientific journals.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work

	Course outcome	Subject outcome	Method of verification
	[liEMU2_K02] The student can communicate freely with the public on specialised topics in the field of computer science and econometrics in and outside the workplace, communicate his knowledge and share his skills through various media. Culturally participates in discussions, is not afraid to ask questions and knows how to give constructive criticism.	The student is able to freely communicate with the environment on specialist topics in the field of computer science and econometrics in the workplace and outside of it, convey their knowledge about the implementation of market research and share their skills using various media. They participate in discussions in a cultured manner, are not afraid to ask questions and are able to express constructive criticism.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[liEMU2_U02] The student is able to proficiently acquire detailed information about economic processes and phenomena through direct observation, planned experimentation or database queries, as well as collect and process it using modern information technology tools.	The student is able to efficiently obtain detailed information about economic processes and phenomena through direct observation, planned experiment or querying databases that are obtained in the process of conducting market research. The student is able to collect information about the market and process it using modern IT and statistical tools.	[SU2] presentation/project/paper/report [SU6] demonstration of practical skills
	[liEMU2_K01] The student understands the need for continuous completion and deepening of acquired knowledge. The student inspires and organizes others' learning processes.	The student understands the need to continuously supplement and deepen the acquired knowledge in the area of market research and quantitative methods used in research. The student inspires and organizes the learning process of other people.	[SK1] oral statement/conversation/discussion [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[liEMU2_K06] The student knows the need for ethical, sustainable and socially responsible behavior in professional and social life. Initiates and organizes activities for the social environment and public interest.	The student is aware of the need for ethical, balanced and socially responsible behavior in professional and social life. Initiates and organizes activities for the social environment and public interest.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[liEMU2_K04] The student can work in a team, co-create it, effectively manage and supervise it; efficiently adapts his behavior and conduct to his role in it; is ready to take responsibility for the team and bear the consequences; understands the necessity of systematicity and consistency in action; is open to other team members and critical of himself.	The student is able to work in a team, co-create it, effectively manage it and supervise it; efficiently adapts his/her behaviour and manner of conduct to the role played in it; is ready to take responsibility for the team and bear the consequences; understands the need for systematicity and consistency in action; is open to other team members and critical of himself/herself.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[liEMU2_W03] The student has an in-depth knowledge of man as a subject who creates economic structures and institutions.	The student has in-depth knowledge of man as an entity creating economic structures and institutions functioning in any market.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report

Subject contents	Introductory issues: the concept of market, market in technical, geographical and economic terms. The essence and concept of market and marketing research. Classification of research and its functions. Areas of market research. Users of market research results. Sources of obtaining information and data for market research. History of market research in Poland and worldwide. Organization of market research. Research stages: 1) Designing the research setting the research problem, analyzing the situation, defining the research task, setting hypotheses; 2) Data collection analysis of secondary data, defining methods of collecting primary data; Methods of selecting a sample for market and marketing research. Non-probability sampling techniques. Random sample selection basic sampling plans for obtaining representative samples. Factors influencing the quality of market and marketing research. 3) Preparation of research results data reduction, analysis and interpretation of data, presentation and evaluation of results. Market data: measurement scales, measurement of buyers' attitudes. Reliability and validity of measurement. The concept and essence of panel studies. The concept of market capacity and absorption capacity. Methods of determining market capacity. The indicator of demand satisfaction and unsatisfaction and the size of shortages. Analysis of emerging demand. Examples of empirical studies of market capacity and absorption capacity. Spatial aspects of market analyses. The indicator of the intensity of structural changes. The index of specialization and diffusion of regions. Issues of spatial concentration and location. The concept and measures of concentration and location. The Herfindahl-Hirschman index in the study of the degree of market monopolization, the concentration index based on entropy. Individual and summary measures of spatial location: Florence, Gini coefficient. Measures of location based on density indicators. Examples of empirical spatial market studies. Analysis of market range and potential. The development of gravity models in economic research, the problem of distance and mass in modeling market processes, Reilly's law of retail gravity, the range of markets of competing centers. Huff's relative gravity model. Other spatial interaction models: Convers' modification of Reilly's model, Cadwallader's shopping location model, Bachi's displacement attraction index, Stanley and Sewall's shopping probability model. Examples of empirical studies of market reach and potential. Methods and models for analyzing spatial data. The concept of geostatistics. Visualization of spatial data.		
Prerequisites and co-requisites	The student should have knowledge of descriptive statistics, representative methods and multivariate statistical analysis.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	final project	51.0%	100.0%
Recommended reading	Basic literature	1. A. Balicki, Analiza rynku, Wyd. WSZ, Gdańsk 2002, 2. S. Mynarski, Badania rynkowe w przedsiębiorstwie, Wyd. AE, Kraków, 2001, 3. H. Mruk, Analiza rynku, Polskie Wydawnictwo Ekonomiczne, Warszawa, 2003, 4. J. Kowal, Metody statystyczne w badaniach sondażowych rynku, PWN, 1998, 5. B. Suchecki Ekonometria przestrzenna. Metody i modele analizy danych przestrzennych, Wydawnictwo C.H.Beck, 2010	
	Supplementary literature	1. G.A. Churchill, Badania marketingowe, podstawy metodologiczne, PWN, Warszawa, 2002	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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