

Subject card

Subject name and code	Consumer Behavior, PG_00156134						
Field of study	Sport Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor'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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Liwia Delińska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	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	30		9.0		36.0	75
Subject objectives	The aim of the course is to present the essence of an interdisciplinary approach to consumer behavior and to understand its determinants. Students should comprehend the consumer decision-making process and learn about market trends in consumer behavior, which will enable them to plan effective marketing strategies in the sports market. Additionally, the course aims to foster conscious and socially responsible consumer attitudes among students.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_W01] The student as advanced knowledge in the discipline of management and quality sciences and understands its interrelationship with other social sciences.	The student possesses advanced knowledge of consumer behaviours in the sports market and is able to integrate this knowledge with psychology, sociology, and economics to effectively analyse and predict consumption trends.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[ZSSML3_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily.	The student understands the necessity of continuously expanding knowledge about consumer behaviours in sports, including integrating knowledge from psychology, sociology, and marketing to better understand customer needs.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task
	[ZSSML3_U06] The student can forecast and simulate selected economic and social phenomena concerning the macro scale (economy) and micro (enterprise) using methods and tools applied in management and quality studies.	The student is able to analyse and forecast changing consumer preferences and behaviours in the sports market, both on a macro and micro scale, using appropriate market research methods.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[ZSSML3_W08] The student has advanced knowledge of enterprise and entrepreneurship, as well as other subjects of the sports market, the determinants shaping the effectiveness of economic activity, taking into account regional and international aspects.	The student possesses knowledge of the factors influencing consumer behaviour in sports markets, both in regional and international contexts, and is able to assess their impact on the effectiveness of marketing activities in sports-related entities.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[ZSSML3_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes.	The student understands that consumer behaviours in the sports market change over time and recognises the need for continuous knowledge improvement by following new trends and research in this area.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task
Subject contents	1. Introduction to consumer behaviour 2. Simple and complex models of purchasing behaviour 3. Consumer decision-making process 4. Customer journey and consumer experiences 5. Psychological determinants of consumer behaviour 6. Social and cultural determinants of consumer behaviour 7. Technological determinants of consumer behaviour 8. Consumer satisfaction research		
Prerequisites and co-requisites	None.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	100.0%
Recommended reading	Basic literature	1. K. Mazurek-Łopacińska, <i>Zachowania konsumentów na współczesnym rynku</i> , Polskie Wydawnictwo Ekonomiczne, Warszawa, 2021. 2. M. Bartosik-Purgat (red.), <i>Zachowania konsumentów. Globalizacja, nowe technologie, aktualne trendy, otoczenie społeczno-kulturowe</i> , Wydawnictwo Naukowe PWN, Warszawa 2022. 3. K. Stasiuk, D. Maison, <i>Psychologia konsumenta</i> , Wydawnictwo Naukowe PWN, Warszawa 2022.	
	Supplementary literature	1. M. J. Lutostański, A. Łebkowska, M. Protasiuk (red.), <i>Badanie rynku. Jak zrozumieć konsumenta</i> , Wydawnictwo Naukowe PWN, Warszawa 2021. 2. J. Berbeka, <i>Konsumpcja oparta na doznaniach i wiedzy analiza zachowań konsumentów na rynku aktywnej turystyki sportowej</i> , <i>Handel Wewnętrzny</i> 2018, nr 3 (374), s. 48-58. 3. B. Mróz, <i>Konsument a wyzwania technologiczne XXI wieku</i> , <i>Studia Ekonomiczne. Zeszyty Naukowe Uniwersytetu Ekonomicznego w Katowicach</i> 2017, nr 330, s. 139-149.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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