

Subject card

Subject name and code	Tourism market analysis, PG_00171251						
Field of study	Sightseeing and Historical Tourism						
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 Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of Statistics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Gierusz-Matkowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		4.0		25.0	44
Subject objectives	Students should understand the problem and significance of market research. They should be able to prepare market research and correctly apply analyses to solve simple problems. They should have the ability to explain the purpose of using particular methods and interpret the obtained results in relation to market phenomena.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[KiTHMU2_K09] Is capable of showing understanding for the world of values and attitudes of people in different historical, geographical, social periods and contexts		Is able to demonstrate understanding of attitudes of people in different social contexts during preparation and conduct of a research		[SK4] test/exam - oral or written [SK8] observation of student's independent or team work		
	[KiTHMU2_W09] Knows and understands in depth selected issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism		Knows and understands in-depth selected issues related to conducting tourism market research		[SW4] test/exam - oral or written		
	[KiTHMU2_K05] Can think and act in an entrepreneurial manner		Is able to think and act in an entrepreneurial manner in the field of market research		[SK4] test/exam - oral or written		
	[KiTHMU2_U07] Is able to select methods and ways of presenting his/her knowledge, effectively communicating with diverse groups of recipients in Polish and foreign languages		Is able to select methods and ways of presenting the knowledge they have about market research.		[SU4] test/exam - oral or written		
	[KiTHMU2_U05] Correctly uses the professional terminology appropriate for the disciplines to which the field of study is assigned, both orally and in writing		Correctly uses professional terminology in writing, appropriate for statistical research, especially market research.		[SU4] test/exam - oral or written		

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. Organization of market research. Research stages: 1/ research design - setting the research problem, defining the research task, setting hypotheses; 2/ data collection - analysis of secondary data, methods of collecting primary data; methods of selecting a sample for market and marketing research. Non-probabilistic sampling techniques. Random sample selection - basic sampling plans for obtaining representative samples. Factors influencing the quality of market and marketing research. 3/ processing of research results - data reduction, analysis and interpretation of data, presentation and evaluation of results. Characteristics of basic types of market analyses. The concept of market capacity and absorption capacity. Spatial aspects of market analyses. Issues of spatial concentration and location. The concept and measures of concentration and location. Analysis of market reach and potential. Development of gravity models in market research, the problem of distance and mass in modeling market processes, Reilly's law of retail gravity, the reach of markets of competing centers. Application of multivariate analysis in market research.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test with open and multiple choice questions \	51.0%	100.0%
Recommended reading	Basic literature A. Balicki, Analiza rynku, Wyd. WSZ, Gdańsk 2002 S. Mynarski, Badania rynkowe w przedsiębiorstwie, Wyd. AE, Kraków, 2001 H. Mruk, Analiza rynku, Polskie Wydawnictwo Ekonomiczne, Warszawa, 2003J. M. Szreder, Metody i techniki sondażowych badań opinii, PWE, Warszawa, 2004, Kowal, Metody statystyczne w badaniach sondażowych rynku, PWN, 1998		

	Supplementary literature	K. Mazurek-Łopacińska, Badania marketingowe; Teoria i praktyka, PWN, Warszawa, 2005, K. Mazurek-Łopacińska, Badania marketingowe, podstawowe metody i obszary zastosowań, Wydawnictwo Akademii Ekonomicznej im. Oskara Langego we Wrocławiu, Wrocław, 1997 G.A. Churchill, Badania marketingowe. Podstawy metodologiczne, PWN, Warszawa 2002 E. Duliniec, Badania marketingowe w zarządzaniu przedsiębiorstwem, PWN, Warszawa 2002 J. Kowal, Metody statystyczne w badaniach sondażowych rynku, PWN, 1998, S. Mynarski, Praktyczne metody analizy danych rynkowych i marketingowych, Kantor Wydawniczy Zakamycze 2000 M. Rószkiewicz, Metody ilościowe w badaniach marketingowych, PWN, Warszawa, 2002, J. Pociecha, Metody statystyczne w badaniach marketingowych, PWN, Warszawa, 1996 M. Walesiak, Metody analizy danych marketingowych, PWN, Warszawa, 1996 Z. Kędzior, K. Karcz, Badania marketingowe w praktyce, Polskie Wydawnictwo Ekonomiczne, Warszawa, 1996, Raporty: Polskiego Towarzystwa Badaczy Rynku i Opinii: https://www.ptbrio.pl/ Roczniki Statystyczne: Budżety gospodarstw domowych: https://stat.gov.pl/
	eResources addresses	Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed	Discuss random sampling methods Do consumers always use rational factors when selecting goods and services to satisfy their needs?	
Work placement	Not applicable	

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