

Subject card

Subject name and code	Market and marketing analytics, PG_00171463						
Field of study	Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Specialty subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish polish		
Semester of study	3		ECTS credits		1.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of Economics and Management of Transportation Companies -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Małgorzata Ławreszuk				
	Teachers		dr Małgorzata Ławreszuk				
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		0.0	25
Subject objectives	The aim of the course is to obtain knowledge in the field of creating, analyzing results, presenting and interpreting marketing research as well as obtaining knowledge and tools for preparing market research.						
	Additional goals include: knowledge of market analytics and acquiring the ability to conduct marketing research						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_U03] can analyse causes and course of economic and social processes and phenomena, formulate his/her own opinions on the subject, construct research hypotheses, and select and apply methods of their verification	market research skills	[SU1] oral statement/conversation/discussion
	[EKONMU2_W04] knows different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	knowledge of data collection and measurement in business entities	[SW5] implementation of a problem task
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	ability to forecast market trends	[SK5] implementation of a problem task
	[EKONMU2_W03] has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	knowledge of cause-and-effect connections in enterprises based on market research and marketing research	[SW5] implementation of a problem task
	[EKONMU2_U02] can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	creating marketing research projects	[SU5] implementation of a problem task
	[EKONMU2_U01] can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences	developing the student's analytical skills	[SU5] implementation of a problem task
	[EKONMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	marketing research develops knowledge about consumer awareness	[SW5] implementation of a problem task
	[EKONMU2_K03] inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	preparation of business projects based on marketing research	[SK5] implementation of a problem task

Subject contents	1. Market analytics introduction and theoretical aspects of market data analysis - collection, processing and analysis; factors supporting business decisions 2. Market size research defining the target market; profile and number of potential customers; market segmentation; sales value in a given segment 3. Scenario methods in forecasting market trends creating potential future market activity scenarios; strategic planning; business strategies as a long-term plan of action for a business in a given market. 4. Marketing analytics Analysis of the effectiveness of marketing activities and verification of the tools adopted to achieve market success; identification of trends and consumer preferences. 5. Measurement as an element of marketing research The process of collecting quantitative and qualitative data; marketing research as a basic tool in building a market strategy for companies 6. Primary measurement methods Direct research, e.g. surveys, interviews, focus group interviews, observations, market tests; information as an important resource in the enterprise 7. Data analysis methods and presentation of results Statistics, charts, reports; transforming data into clear conclusions, tools and principles of presenting results; editorial and substantive guidelines for presenting results 8. Customer research customer needs, behaviors and factors and stimuli affecting them; customer satisfaction research, methods of building loyalty and relationships with customers 1. Analitika rynkowa wprowadzenie i teoretyczne aspekty analizy danych o rynku - zbieranie, przetwarzanie i analiza; czynniki wspierające decyzje biznesowe 2. Badanie wielkosci rynku określanie rynku docelowego; profil i liczba potencjalnych klientów; segmentacja rynku; wartość sprzedaży w danym segmencie 3. Metody scenariuszowe w prognozowaniu tendencji rynkowych worzenie potencjalnych przyszłych scenariuszy działalności na rynku; planowanie strategiczne; strategie przedsiębiorstw jako długotrwały plan działania przedsiębiorstwa na danym rynku. 4. Analitika marketingowa Analiza skuteczności działań marketingowych oraz weryfikacja przyjętych narzędzi do osiągnięcia sukcesu rynkowego; identyfikacja trendów i preferencji konsumentów. 5. Pomiar jako element badan marketingowych Proces zbierania danych ilościowych i jakościowych; badania marketingowe jako podstawowe narzędzie przy budowaniu strategii rynkowej przedsiębiorstw 6. Metody pomiaru pierwotnego Badania bezpośrednie, np. ankiety, wywiady, zogniskowane wywiady grupowe obserwacje, testy rynkowe; informacja jako istotny zasób w przedsiębiorstwie 7. Metody analizy danych oraz prezentacja wyników Statystyki, wykresy, raporty; przekształcanie danych w czytelne wnioski, narzędzia i zasady prezentacji wyników; edycyjne i merytoryczne wskazówki dotyczące prezentacji wyników 8. Badanie klientów potrzeby, zachowania klnetów oraz czynniki i bodźce na nie oddziałujące; badanie satysfakcji klienta, sposoby budowania lojalności i relacji z klientami		
Prerequisites and co-requisites	knowledge in the field of: - principles used when conducting and making economic diagnoses, - programming functional systems of enterprises supported by substantive knowledge about conducting economic and financial research		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	marketing research project	51.0%	100.0%
Recommended reading	Basic literature	1. Badanie rynku: Jak zrozumiec konsumenta? red. naukowa M. J. Lutostanski, A. Łebkowska, M. Protasiuk, Warszawa 2021.2. M. Jarocka, J. Hartenberger-Liszek, K. Szałucki, Problemy finansowania badan rynkowych przedsiębiorstw, [w:] Efektywnoscfinansowa przedsiębiorstw w perspektywie podstawowych zagadnien teorii i praktyki diagnozowania ekonomicznego ifunkcjonowania przedsiębiorstw, Wyd. Uniwersytetu Gdanskiego, Gdansk 2017	
	Supplementary literature	1. A. C. Burns, Ann F. Veeck, Marketing research, 9th Edition, Pearson 2020.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	marketing research project for an enterprise with problem tasks		
Work placement	Not applicable		