University of Gdańsk

Subject card

Subject name and code	Market Research and Analysis for Logistics, PG_00171483		
Field of study	Economics		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2025/2026
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	1	Language of instruction	Polish
Semester of study	2	ECTS credits	3.0
Learning profile	academic	Assessment form	
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Krzysztof Grzelec	
	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	19.0	26.0	75

Subject objectives

The student learns the methodology of market and marketing research for the needs of logistics companies.The student acquires the ability to design and conduct marketing and market research.The student understands the process of marketing and market research and the impact of information on the management decisions of logistics companies.The student acquires the ability to interpret research results and present the results.The student learns the principles of conducting transport & logistics market analysis.The student acquires the ability to independently assess the logistics market.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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	Ability to select appropriate methods and tools for marketing and market research in relation to the transport and logistics sector.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[EKONMU2_U04] can forecast and model complex economic and social processes using quantitative and qualitative methods and tools developed by economic sciences (including statistics and econometrics)	Ability to use marketing and market research tools and methods.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	Ability to identify, diagnose and resolve dilemmas related to performing a profession using transport and logistics market research tools.	[SK1] oral statement/conversation/ discussion
[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	Ability to analyze processes taking place in transport and logistics enterprises and their environment using marketing and market research tools and methods.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[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	The ability to define and solve problems from an interdisciplinary perspective in relation to the transport and logistics market.	[SW1] oral statement/ conversation/discussion
[EKONMU2_W06] knows statistical and econometric methods and tools for description and macro- and microeconomic modelling of economic structures and public institutions and processes occurring in them	Ability to identify appropriate statistical methods for a specific study.	[SW1] oral statement/ conversation/discussion
[EKONMU2_U01] can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences	Ability to interpret the results of marketing and market research in relation to the transport and logistics sector.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[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	Ability to design marketing and market research.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written

Subject contents

1) Designing marketing and market research for the needs of logistics companies [Specifications of market and marketing research. Information needs of enterprises. Sampling]2) Instruments used in research for logistics purposes [Construction of measurement tools. Questionnaire structure]3) Data acquisition methods [Interviews. Surveys Other methods]4) Analysis of the market environment of logistics enterprises [Specific nature of the market environment of logistics enterprises. AHP method. Scenario methods]5) Market analysis for logistics [Market size assessment. Market capacity assessment. Market competition assessment]6) Analysis of the market situation of a logistics company [Assessment of the company's market position. Assessment of the enterprise's competitiveness. Assessment of the enterprise's development potential]7) Study of the impact of marketing instruments on the market [Service study. Price research. Distribution study. Promotion study]

<table>
<tr><td>Prerequisites and co-requisites</td><td colspan="3">Knowledge of basic economic issues, knowledge of basic marketing issues.</td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="3"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Project</td><td>60.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">K. Mazurek-Łopacińska, Badania marketingowe. Teoria i praktyka, Wydawnictwo Naukowe PWN, Warszawa 2016E. Skawińska, W. Popławski Badania marketingowe w zarządzaniu organizacją, Wydawnictwo Naukowe PWN, Warszawa2020

M. Wołek, A. Jagiełło, M. Wolański, Jak analizować efektywność finansową i ekonomiczną napędów alternatywnych?Biuletyn Komunikacji Miejskiej, 2018</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">J. Twaróg, Mierniki i wskaźniki logistyczne, Instytut Logistyki i Magazynowania, Poznań 2005

M. Frankowska, M. Jedliński, Efektywność systemu dystrybucji, Warszawa: Polskie Wydawnictwa Ekonomiczne, 2011

K. M. Staszyńska, Marka, Konsument, Badacz. Spotkania na rynku, Wolters Kluwer Polska, 2021

M. Wołek, A. Jagiełło, M. Wolański, Multi-criteria analysis in the decision-making process on the electrification of publictransport in cities in Poland: a case study analysis. Energies, 2021</td></tr>
<tr><td>eResources addresses</td><td colspan="2">Adresy na platformie eNauczanie:</td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="3">Stages of the marketing research processSampling methodsInstruments used in research for logistics purposesScenario methodsMarket size assessment.Market capacity assessment.Methods of assessing competition on the market</td></tr>
<tr><td>Work placement</td><td colspan="3">Not applicable</td></tr>
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