

Subject card

Subject name and code	Market Research and Analysis for Logistics and Mobility, PG_00174103						
Field of study	Logistics and Mobility						
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		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksander Jagiełło				
	Teachers		dr Aleksander Jagiełło				
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		12.0		23.0	50
Subject objectives	The student knows the methodology of market and marketing research						
	The student has the ability to design and conduct marketing and market research						
	The student understands the process of marketing and market research						
	The student understands the impact of information on management decisions						
	The student has the ability to interpret the research results and to present the results						
	The student knows the principles of analyzing the TSL market						
	The student has the ability to independently assess the TSL market						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[LMMU2_W06] knows statistical and econometric methods and tools for description and macro- and microeconomic modelling of logistics and mobility processes and systems	knows statistical and econometric methods and tools for description of economic structures of transport companies	[SW1] oral statement/ conversation/discussion
	[LMMU2_U04] can forecast and model complex economic and social processes, as well as logistics and mobility processes and systems using quantitative and qualitative methods and tools developed by economic sciences (including statistics and econometrics)	can forecast complex economic and social processes using quantitative and qualitative methods	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[LMMU2_U01] can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance, management sciences, logistics and mobility	can creatively interpret and explain economic and social phenomena and relations between them	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[LMMU2_U02] can use acquired knowledge to describe and analyse the causes and course of logistics and mobility processes and systems, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	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	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[LMMU2_W03] has an in-depth knowledge of relations between economic entities and organisations functioning in the national, international and intercultural spheres; understands importance logistics and mobility for their operation	has an in-depth knowledge of relations between economic phenomena, entities and transport companies as well as public institutions	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[LMMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	correctly identifies, diagnoses and solves dilemmas and alternative solutions	[SK1] oral statement/conversation/ discussion
	[LMMU2_W08] has an in-depth knowledge of main and logistics 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	knows methods of marketing research	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[LMMU2_U03] can analyse causes and course of logistics and mobility processes and systems, formulate his/her own opinions on the subject, construct research hypotheses, and select and apply methods of their verification	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	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written

Subject contents	1) Designing marketing and market research
	Specifics of market and marketing research
	The differences in the information needs of TFL companies
	Methods of sampling from a population
	2) Instruments used in research
	Construction of measurement tools
	Questionnaire construction
	3) Data collection methods in market research: Interviews, Surveys, Other methods
	4) Analysis of the market environment of TFL companies
	Specifics of the market environment of TFL companies Identification of trends
	Scenario methods
	5) Market analysis for TFL sector
	Evaluation of the market size
	Evaluation of market capacity
	Competitive market analysis
	6) Analysis of the market situation of TFL companies
	Assessment of the companys market position
	Assessment of the competitiveness of the company
	Evaluation of the enterprises development potential
	7) Impact of marketing-mix on the TFL market
	Service research
	Price research
	Distribution research
	Study on promotion

	Any doubts regarding the issues discussed will be dispelled during the consultation.		
Prerequisites and co-requisites	knowledge of basic marketing research issues, knowledge of basic marketing issues		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Group project	51.0%	50.0%
	Test	51.0%	50.0%
Recommended reading	Basic literature	1. A. C. Burns, Ann F. Veeck, Marketing research, 9th Edition, Pearson 2020. 2. D. Maison, Qualitative Marketing Research. Understanding Consumer Behaviour, Routledge 2019.	
	Supplementary literature	3. Barry J. Babin, William G. Zikmund, Exploring Marketing Research, Cengage Learning, 2015. 4. Robert J. Kaden, Guerrilla Marketing Research: Marketing Research Techniques That Can Help Any Business Make More Money, Kogan Page, London and Philadelphia, 2006. 5. Naresh K. Malhotra, David F. Birks: Marketing Research: An Applied Approach 3rd Edition, Trans-Atlantic Publications 2008. 6. Wolek M., Jagiełło A., Wolański M., Multi-criteria analysis in the decision-making process on the electrification of public transport in cities in Poland: a case study analysis. Energies, 2021	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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