University of Gdańsk

Subject card

Subject name and code	Market Intelligence, PG_00177509						
Field of study	Informatics and Econometrics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group 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	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Statistics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Kamila Migdał-Najman				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	30.0	0.0	0.0	60
	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	60		4.0		61.0	125
Subject objectives	The objective is to equip students with practical and theoretical skills related to acquiring, analyzing, and effectively utilizing market information. Students will learn to identify key data sources, apply modern tools and methods of Market Intelligence analysis, and interpret results in the context of supporting informed business and marketing decision-making, contributing to effective management and gaining competitive advantage in the market.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[IiEMU2_W03] Possesses a thorough understanding of how organizations operate, including the complex phenomena, processes, and relationships that exist in their environments and how these impact their functioning	The student knows and understands the functioning of the organization as well as complex phenomena, processes, and relationships occurring in its environment that influence activities in the area of Market Intelligence. They verify these factors and their impact on the organization's operational effectiveness. The student defines elements of the Market Intelligence process and evaluates their significance for making strategic and operational decisions.	[SW4] test/exam - oral or written
[IiEMU2_U03] Is able to obtain and verify data from properly selected sources and to collect, process, and visualize it using modern econometrics, informatics or statistics tools	The student is able to identify and verify appropriate sources of market data and acquires information from them. They can organize, process, and visualize data using modern econometric, IT, and statistical tools. The student can analyze the collected information to monitor the market, assess competition, and identify customer needs and behaviors within the Market Intelligence process.	[SU2] presentation/project/paper/ report
[IiEMU2_U12] Can adapt, design, create, and operate IT systems that support business entities	The student is able to analyze the information requirements of an organization and identify needs related to the acquisition and management of market data. They can design, adapt, and develop IT systems that support the processes of collecting, analyzing, and managing market information. The student can verify the functionality of these systems in the context of supporting Market Intelligence activities and evaluate their impact on the operational effectiveness of business entities.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[IiEMU2_W06] Possesses a structured understanding of the processes, methods, and tools necessary for the design, creation, development, and provision of suitable conditions for informatics, econometrics or statistics tools	The student has knowledge on processes, methods, and tools used for designing, creating, and developing IT, econometric, and statistical tools applied in Market Intelligence. They verify the conditions necessary for the effective use of these tools. The student defines the principles of their application in the processes of acquiring and analyzing market information as well as market monitoring within Market Intelligence activities.	[SW4] test/exam - oral or written
[IiEMU2_U02] Can use conventional or innovative statistics, econometrics or informatics tools to analyze economic and social phenomena	The student is able to identify and select appropriate statistical, econometric, or IT tools for the analysis of economic and social phenomena related to Market Intelligence. They can modify conventional solutions or develop innovative analytical methods tailored to the specificity of market data. The student can analyze the obtained results to draw conclusions that support strategic and operational decision-making in organizations. They can verify the effectiveness of the applied tools in market analysis practice.	[SU2] presentation/project/paper/ report

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<tr><td>Subject contents</td><td>Introduction to Market Intelligence. The concept and significance of Market Intelligence (MI). Types of information in Market Intelligence: market information including trends, segmentation, market size, and dynamics; competitor information such as competitor analysis, benchmarking, and monitoring competitive activities; customer information covering needs, preferences, and purchasing behaviors; environmental information including regulations, technology, economy, and society. The concept of the market from technical, geographical, and economic perspectives. Data sources and information acquisition. Primary and secondary data. Modern data acquisition technologies (web scraping, AI, machine learning). Methods and tools for Market Intelligence analysis: SWOT analysis, PESTEL, Porters Five Forces model, competition models and competitive positioning maps, quantitative and qualitative data analysis. The Market Intelligence process: identifying information needs and planning MI activities, data collection and analysis, reporting and communicating results, implementing insights into marketing and business strategies. Market intelligence management. Building a data-driven culture and decision-making. Practical applications of Market Intelligence. Use of GIS (Geographic Information Systems) in market analysis. Visualization of market coverage and demographic analysis. Spatial location of sales points. Catchment area analysis based on actual roads and travel times. Integration of spatial data with consumer behavior data. Non-location factors affecting market reach and potential. Analysis of competition and spatial synergy. Dynamics of changes in market coverage and potential. Use of mobile data and big data. Ecological aspects and sustainable development in market reach analysis. The concept of market capacity and absorption. Methods of determining market capacity. Indicators of demand satisfaction, unmet demand, and shortages. Analysis of emerging demand. Examples of empirical studies on market capacity and absorption. Spatial aspects of market analyses. Structural change intensity index. Regional specialization and diffusion index. Issues of concentration and spatial location. Concepts and measures of concentration and location. Herfindahl-Hirschman Index in studying market monopolization, entropy-based concentration index. Individual and aggregate spatial location measures: Florence, Gini coefficients. Location measures based on density indicators. Examples of empirical spatial market studies. Analysis of market coverage and potential. Development of gravity models in economic research, distance and mass problems in market process modeling, Reillys retail gravity law, market range of competing centers. Huffs relative gravity model. Other spatial interaction models: Converses modification of Reillys model, Cadwalladers shopping location model, Bachis movement attraction index, Stanley and Sewalls shopping probability model. Examples of empirical studies on market coverage and potential. Application of multivariate data analysis in market research: latent class models, panel data analysis, path analysis, topological data analysis. Practical applications of multivariate data analysis. Monitoring marketing campaign effectiveness, analyzing customer loyalty and changes in purchasing habits. Studying product life cycles and consumption trends.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Multivariate analysis</td></tr>
<tr><td>Assessment methods and criteria</td><td>
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<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Written exam</td><td>51.0%</td><td>50.0%</td></tr>
<tr><td>Semester project</td><td>51.0%</td><td>50.0%</td></tr>
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<tr><td>Recommended reading</td><td>
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<tr><td>Basic literature</td><td>A. Balicki, Market Analysis, WSZ Publishing, Gdańsk 2002; S. Mynarski, Market Research in the Enterprise, AE Publishing, Kraków 2001; H. Mruk, Market Analysis, Polish Economic Publishing House, Warsaw 2003; J. Kowal, Statistical Methods in Market Survey Research , PWN, 1998; B. Gregor, M. Kalińska-Kula, Market Intelligence as a Support Program for Decision-Making Processes in Contemporary Enterprises, OnePress, 2023; Mudita Sinha, Arabinda Bhandari, Samant Shant Priya, Future of Customer Engagement Through Marketing Intelligence, IGI Global, 2024</td></tr>
<tr><td>Supplementary literature</td><td>The Handbook of market Intelligence: Understand, Compete and Grow in GLobal Market, H. Hedin, I. Hirvensalo, M.Vaarnas, WIley, 2014

H.Hawkins, S.Blakeslee, On Intelligence, Helion, 2005</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td></td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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