University of Gdańsk

Subject card

Subject name and code	Consumer Behaviour and Market Communication, PG_00199052						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor'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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		4.0		
Learning profile	academic		Assessment form		credit		
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						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	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		4.0		66.0	100
Subject objectives	The aim of the course is to deepen knowledge about the phenomenon of consumer behavior. Detailed objectives focus on learning about consumer behavior models, factors and principles according to which companies should design the market communication process.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	presentation and identification of stimuli	[SU2] presentation/project/paper/ report
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	The student knows selected methods and tools, including techniques, to an advanced degree statistical and econometric data enabling the description of economic entities and organizations	[SW1] oral statement/ conversation/discussion
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	ability to identify behaviors in various industries Any issues, questions, or concerns regarding the project or other matters covered in the course are addressed during consultations with the instructor.	[SK2] presentation/project/paper/ report
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	presentation of reports on consumer behavior and awareness	[SK1] oral statement/conversation/ discussion
	[EKONL3_W06] has an advanced knowledge of selected methods and tools, including statistical and econometric techniques, for describing economic agents and structures as well as social institutions and the processes taking place in them	The student knows the types of economic and social ties and the regularities governing them - including links between businesses and consumers	[SW2] presentation/project/paper/ report
	[EKONL3_W05] has a knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	structures social and the principles of their functioning and about its operation in these structures, knows well as human motives for making economic decisions	[SW5] implementation of a problem task
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	interpretation of consumer behavior	[SU1] oral statement/conversation/ discussion
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	practical examples of consumer behavior	[SU1] oral statement/conversation/ discussion

<table>
<tr><td>Subject contents</td><td>1. Review of consumer behavior theories and models
Consumer behavior theories describe how and why people make purchasing decisions. These models take into account psychological, social, economic and cultural factors. They help companies better understand the consumer decision-making process.
2. Megatrends and consumer behavior
Megatrends such as digitalization, sustainable development or an aging population strongly influence consumer preferences. They change the way people buy, what they value and how they communicate with brands. Companies must adapt to them to remain competitive.
3. Brand and loyalty in consumer behavior
A strong brand builds trust and an emotional bond with the customer, which increases the chances of their loyalty. Loyal consumers are more likely to make repeat purchases and recommend the brand to others. This directly affects the company's financial results.
4. Consumer behavior in industry markets (B2B)
In B2B markets, purchasing decisions are made more rationally and collectively. The key factors are: price, quality, relationships, and the purchasing cycle. Processes are longer, and relationships between companies play a greater role than in the consumer market (B2C).
5. Marketing communication
This is the way a brand conveys its value to the customer through advertising, social media, PR or promotions. Effective communication builds recognition and influences purchasing decisions. It should be consistent, attractive and tailored to the target group.
6. The consumer as a value creation entity
The modern consumer not only buys, but also co-creates value e.g. through opinions, testing products or participating in brand communities. Companies are increasingly engaging customers in design and marketing processes. This approach increases customer engagement and satisfaction.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Basic knowledge of the market and initial knowledge of various aspects of marketing.</td></tr>
<tr><td>Assessment methods and criteria</td><td><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td></td><td>80.0%</td><td>20.0%</td></tr><tr><td></td><td>51.0%</td><td>80.0%</td></tr></table></td></tr>
<tr><td>Recommended reading</td><td><table><tr><td>Basic literature</td><td>Mazurek-Łopacinska K., Zachowania konsumentów na współczesnym rynku. Perspektywa marketingowa, PWE, Warszawa 2021Konsument na rynku usług, pod red. G.Rosy, C.H.Beck, Warszawa 2015</td></tr><tr><td>Supplementary literature</td><td>Jarocka M., Zmiany potrzeb konsumenckich jako determinanta zachowan przedsiebiorstw bran¿y jubilerskiej, /w:/ Zachowania rynkowe przedsiebiorstw w teorii i praktyce gospodarczej, pod red. B.Majeckiej, M.Jarockiej, PTE Oddział w Gdansku, Gdansk 2015</td></tr><tr><td>eResources addresses</td><td></td></tr></table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>individual project</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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