

Subject card

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|--|---|--|-------------------------|-------------------------------------|--|------------|-----|
| 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_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_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions | ability to identify behaviors in various industries | [SK2] presentation/project/paper/report |
| | [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 |
| | [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_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 |
| Subject contents | <p>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.</p> <p>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.</p> <p>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.</p> <p>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).</p> <p>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.</p> <p>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.</p> | | |
| Prerequisites and co-requisites | Basic knowledge of the market and initial knowledge of various aspects of marketing. | | |

| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
|--|--------------------------|---|-------------------------------|
| | | | 51.0% |
| Recommended reading | Basic literature | Mazurek-Łopacińska K., Zachowania konsumentów na współczesnym rynku. Perspektywa marketingowa, PWE, Warszawa 2021 Konsument na rynku usług, pod red. G.Rosy, C.H.Beck, Warszawa 2015 | |
| | Supplementary literature | Jarocka M., Zmiany potrzeb konsumenckich jako determinanta zachowań przedsiębiorstw branży jubilerskiej, /w:/ Zachowania rynkowe przedsiębiorstw w teorii i praktyce gospodarczej, pod red. B.Majeckiej, M.Jarockiej, PTE Oddział w Gdansk, Gdansk 2015 | |
| | eResources addresses | | |
| Example issues/ example questions/ tasks being completed | individual project | | |
| Work placement | Not applicable | | |

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