University of Gdańsk

Subject card

Subject name and code	Consumer Behaviours, PG_00199262		
Field of study	International Economic Relations		
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	exam
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Marek Szczepaniec	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	15.0	0.0	15.0	0.0	45

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	45	0.0	55.0	100

Subject objectives

1.To introduce students to the fundamental concepts and theories related to consumer behavior.

2.To explain the economic, psychological, and socio-cultural determinants of purchasing decisions.

3.To develop students' ability to analyze and interpret consumer purchasing behavior.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_U08] uses methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	Is able to complete a project assignment on “Consumer Behavior in the XYZ Market” and consult its assumptions and progress with the course instructor during consultation hours and project sessions. Project sessions are included in the course schedule, while the dates and locations of consultations are published on the University of Gdańsk website.	[SU2] presentation/project/paper/ report
[MSGL3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	Actively participates in the preparation of group research projects.	[SK2] presentation/project/paper/ report
[MSGL3_W09] has a knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	Has knowledge about consumer behavior.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[MSGL3_W07] has knowledge and understanding of the types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	Understands the relationships between the company and its customers.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[MSGL3_U12] can prepare written assignments concerning detailed problems of international economic relations (in connection with the chosen speciality within International Economic Relations), using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, principles of formulating research theses, drawing conclusions on the basis of scientific literature and factual data, and making international comparisons	Is able to prepare design work on relationship and transactional marketing.	[SU2] presentation/project/paper/ report
[MSGL3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	Distinguishes between relationship and transactional marketing activities.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written

Subject contents

1.The Consumer and the Consumer Decision-Making Process
2.Economic Aspects of Consumer Behavior
3.Psychological Aspects of Consumer Behavior
4.Socio-Cultural Aspects of Consumer Behavior
5.E-Commerce and Consumer Behavior
6.Consumer Segmentation
7.Consumer Behavior Research

Prerequisites and co-requisites

No entry requirements

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Project	51.0%	30.0%
Test	51.0%	70.0%

Recommended reading

Basic literature	Mazurek-Łopacińska K., *Zachowania konsumentów na współczesnym rynku. Perspektywa marketingowa*, Polskie Wydawnictwo Ekonomiczne, PWE, 2021.

	Supplementary literature	*Start i rozwój przedsiębiorstw. Jak rozpocząć własną działalność gospodarczą i osiągnąć sukces*? Red. Szczepaniec M., Kulawczuk P., Sierpińska M., Wyd. UG, Gdańsk 2024. Solomon R., *Zachowania i zwyczaje konsumentów*. Wyd. HELION, 2006.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Purchasing Patterns Product Selection Criteria Expected Purchase Benefits Preferred Purchase Channels AIDA Model Net Promoter Score (NPS)	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.