University of Gdańsk

Subject card

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| Subject name and code | Market Simulations, PG_00199280 | | | | | | |
| 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<br>Optional subject group<br>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 | 6 | | ECTS credits | | 4.0 | | |
| Learning profile | academic | | Assessment form | | credit | | |
| Conducting unit | Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr Marek Reysowski | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 15.0 | 0.0 | 30.0 | 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 | | 0.0 | | 40.0 | 100 |
| Subject objectives | Understanding of the processes within the enterprise. The ability to define the needs and preferences of customers and to develop market-based products and services. | | | | | | |

| Learning outcomes | Course outcome | Subject outcome | Method of verification |
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| | [MSGL3_U07] can perform commercial transactions on the international market, select and apply appropriate forms of transaction settlement, analyse and critically assess the course of transactions | The student is able to execute the transactions used in the market simulation and is able to critically evaluate them. Students are able to carry out a project task involving market simulation and discuss its objectives and progress with the course tutor during consultation sessions and project blocks. The project blocks are included in the course schedule, and the dates and venues for consultation sessions are published on the University of Gdańsk website. | [SU1] oral statement/conversation/ discussion<br>[SU2] presentation/project/paper/ report<br>[SU5] implementation of a problem task |
| | [MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence | During the market simulation, the student thinks and acts in an entrepreneurial way, identifies risks, adapts to new situations. | [SK1] oral statement/conversation/ discussion<br>[SK2] presentation/project/paper/ report |
| | [MSGL3_W16] has an advanced knowledge and understanding of the principles of entering into and conducting business transactions on the international market | The student is familiar with the terms and conditions of the contracts used in the market simulation. | [SW1] oral statement/ conversation/discussion<br>[SW2] presentation/project/paper/ report<br>[SW5] implementation of a problem task |
| | [MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management | The student has knowledge of company management, knows the marketing strategies and tools used in the market simulation. | [SW1] oral statement/ conversation/discussion<br>[SW2] presentation/project/paper/ report<br>[SW5] implementation of a problem task |

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| Subject contents | 1. Introduction to strategic business management 1<br><br>1.1. Methods of forming strategic objectives in a company<br><br>1.2. Elements of a strategic plan<br><br>2. Introduction to strategic business management 2<br><br>2.1. Basic strategic analysis<br><br>2.2. Methods of positioning in relation to competitors<br><br>3. Customer segmentation methods<br><br>3.1. Segmentation based on customer preferences and habits<br><br>3.2. Demographic characteristics of segments<br><br>4. Development of a long-term strategy for the company<br><br>5. Introduction to simulation<br><br>5.1. Description of the market situation<br><br>5.2. Learning to use the user interface<br><br>6. Methods of introducing a new product to the market<br><br>6.1. Analysis of customer expectations and preferences<br><br>6.3. Defining a range of price acceptability<br><br>7. Building and implementing communication strategies<br><br>7.1. Message and media selection for target segments<br><br>7.2. Brand awareness<br><br>8. Customer satisfaction and loyalty surveys<br><br>8.1. Overall satisfaction index<br><br>8.2. Influence of individual elements of the offer on overall customer satisfaction<br><br>9. Summary of the course |
| Prerequisites and co-requisites | |
| Assessment methods and criteria | |

| Subject passing criteria | Passing threshold | Percentage of the final grade |
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| Personal involvement | 51.0% | 10.0% |
| Project, market simulation | 51.0% | 90.0% |

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| Recommended reading | Basic literature | Marcin Skurczyński, Strategiczna symulacja rynkowa 4RMR - Podręcznik, IHZ, Sopot 2015<br><br>Marcin Skurczyński, Segmentacja - materiały do zajęć, IHZ, Sopot 2010 |
| | Supplementary literature | Philip Kotler, Marketing Management, Pearson, any edition dated after year 2000 |
| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | | |
| Work placement | Not applicable | |

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