University of Gdańsk

Subject card

Subject name and code	Market Researches, PG_00199283		
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	Division of Maritime Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Hanna Klimek	
	Teachers		

Lesson types							
	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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	Presenting market research in connection with the decision-making process; presentation of the research process, selected research methods and tools, and the most important areas of market research (especially in the context of maritime transport).

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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	The student knows the principles of functioning of the market and the market mechanism and understands its importance for economic decisions made by people. The student knows that: market and marketing research is an element of the decision-making process in enterprises. The student knows how an enterprise operates in its environment (including international); knows marketing concepts and tools used in business management; understands the need for market research as an important area of operation of a modern enterprise. Doubts are discussed with the teacher during consultations.	[SW4] test/exam - oral or written
[MSGL3_W10] has an advanced understanding of selected methods and tools, including IT tools and data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market; knows the processes and phenomena occurring in them and between them, and processes supporting decision-making	The student knows the essence, areas and mechanisms of market research; knows the course of the research process. The student knows the types and methods of research; knows the sources, methods and tools for obtaining data; understands the purpose of conducting research.	[SW4] test/exam - oral or written

Subject contents

1. INTRODUCTION TO THE PROBLEM OF MARKET RESEARCH.

2. MARKET AND MARKETING RESEARCH.

3. DEMAND RESEARCH.

4. RESEARCH OF THE MARKET STRUCTURE AND METHODS OF SHAPING THE MARKET POSITION OF ENTERPRISES.

5. RESEARCH CONCERNING THE MOST IMPORTANT MARKETING INSTRUMENTS, including research on: products, prices, promotions, distribution.

Prerequisites and co-requisites

Basic knowledge, skills and competences acquired in the following subjects: microeconomics, statistics and marketing.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Participation in the discussion	0.0%	10.0%
Exam	51.0%	90.0%

Recommended reading	Basic literature	*Badania marketingowe. Nowe metody badań i zastosowania*, red. R. Milic-Czerniak, Wydawnictwo Difin, Warszawa 2019 *Badanie rynku*, red. M.J. Lutostański, A. Łebkowska, M. Protasiuk, Wydawnictwo Naukowe PWN SA, Warszawa 2021 S. Kaczmarczyk, *Badania marketingowe. Podstawy metodyczne*, PWE, Warszawa 2014 *Badania marketingowe w zarządzaniu organizacją*, red. nauk. W. Popławski, E. Skawińska, PWE, Warszawa 2012 D. Maison, *Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta*, Wydawnictwo Naukowe PWN, Warszawa 2010 S. Kaczmarczyk, *Zastosowania badań marketingowych*, PWE, Warszawa 2007 P. Kotler, H. Kartajaya, I. Setiawan, *Marketing 4.0. Era cyfrowa*, MT Biznes, Warszawa 2017 P. Kotler, H. Kartajaya, I. Setiawan, *Marketing 5.0. Technologie next tech*, MT Biznes, Warszawa 2021 P. Siuda, *Ankieta internetowa: zalety i wady - rekapitulacja* (w:) *Metody badań online*, red. P. Siuda, Wydawnictwo Naukowe Katedra 2016
	Supplementary literature	P. Hague, N. Hague, C.-A. Morgan, *Badania rynkowe w praktyce*, HELION, 2005 S. Mynarski, *Badania rynkowe w przedsiębiorstwie*, Wyd. AE, Kraków 2001 H. Klimek, *Badania rynkowe i badania marketingowe a badania rynku* (w:) Studia i Materiały Instytutu Transportu i Handlu Morskiego, red. nauk. O. Dębicka, H. Klimek, T. Gutowski, "Zeszyty Naukowe Uniwersytetu Gdańskiego" nr 6, Gdańsk 2009 S. Kaczmarczyk, R. Pałgan, *Marketing w przedsiębiorstwie. Ujęcie zarządcze i systemowe z przykładami*, ODiDK, Gdańsk 2008 H. Klimek, *Globalization and Market Research* (in:) *The Reality and Dilemmas of Globalization*, ed. K. Dobrowolski, J. Żurek, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2008 R. J. Kaden, *Badania marketingowe*, PWE, Warszawa 2008 J. Dąbrowski, H. Klimek, *Purchasing research of enterprises* (in:) *The Challenges of Global Economy*, ed. by O. Dębicka, K. Dobrowolski, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2013
	eResources addresses	

Example issues/ example questions/ tasks being completed	1. The course of the research process. 2. The most important data sources. 3. Selected research methods and techniques. 4. Goals and areas of market research. 5. Rules for constructing a survey questionnaire.
Work placement	Not applicable

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