

Subject card

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| Subject name and code | Market and marketing analytics, PG_00199375 | | | | | | |
| Field of study | Economics | | | | | | |
| Date of commencement of studies | October 2026 | Academic year of realisation of subject | | | 2027/2028 | | |
| Education level | Master'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 | 2 | Language of instruction | | | Polish | | |
| Semester of study | 3 | ECTS credits | | | 3.0 | | |
| 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 | 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 | | 15.0 | 75 |
| Subject objectives | <p>The aim of the course is to obtain knowledge in the field of creating, analyzing results, presenting and interpreting marketing research as well as obtaining knowledge and tools for preparing market research.</p> <p>Additional goals include: knowledge of market analytics and acquiring the ability to conduct marketing research</p> | | | | | | |

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| Learning outcomes | Course outcome | Subject outcome | Method of verification |
| | [EKONMU2_W05] has a knowledge of the human being as a manufacturer and consumer and has a knowledge of the human being as a creator of culture and social structures | marketing research develops knowledge about consumer awareness | [SW5] implementation of a problem task |
| | [EKONMU2_K05] correctly identifies, diagnoses and solves advanced dilemmas and alternative solutions related to the profession | ability to forecast market trends | [SK5] implementation of a problem task |
| | [EKONMU2_K03] inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements | preparation of business projects based on marketing research | [SK5] implementation of a problem task |
| | [EKONMU2_W04] has an in-depth knowledge of different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises | knowledge of data collection and measurement in business entities | [SW5] implementation of a problem task |
| | [EKONMU2_U03] can analyse causes and course of economic and social processes and phenomena, formulate his/her own opinions on the subject, construct research hypotheses, and select and apply methods of their verification | market research skills | [SU1] oral statement/conversation/discussion |
| | [EKONMU2_U01] can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences | developing the student's analytical skills | [SU5] implementation of a problem task |
| [EKONMU2_W03] has a knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres | knowledge of cause-and-effect connections in enterprises based on market research and marketing research | [SW5] implementation of a problem task | |
| Subject contents | <p>1. Market analytics introduction and theoretical aspects of market data analysis - collection, processing and analysis; factors supporting business decisions</p> <p>2. Market size research defining the target market; profile and number of potential customers; market segmentation; sales value in a given segment</p> <p>3. Scenario methods in forecasting market trends creating potential future market activity scenarios; strategic planning; business strategies as a long-term plan of action for a business in a given market.</p> <p>4. Marketing analytics Analysis of the effectiveness of marketing activities and verification of the tools adopted to achieve market success; identification of trends and consumer preferences.</p> <p>5. Measurement as an element of marketing research The process of collecting quantitative and qualitative data; marketing research as a basic tool in building a market strategy for companies</p> <p>6. Primary measurement methods Direct research, e.g. surveys, interviews, focus group interviews, observations, market tests; information as an important resource in the enterprise</p> <p>7. Data analysis methods and presentation of results Statistics, charts, reports; transforming data into clear conclusions, tools and principles of presenting results; editorial and substantive guidelines for presenting results</p> <p>8. Customer research customer needs, behaviors and factors and stimuli affecting them; customer satisfaction research, methods of building loyalty and relationships with customers</p> | | |
| Prerequisites and co-requisites | knowledge in the field of: - principles used when conducting and making economic diagnoses, - programming functional systems of enterprises supported by substantive knowledge about conducting economic and financial research | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | market research project | 51.0% | 100.0% |

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| Recommended reading | Basic literature | 1. Badanie rynku: Jak zrozumieć konsumenta? red. naukowa M. J. Lutostanski, A. Łebkowska, M. Protasiuk, Warszawa 2021.2. M. Jarocka, J. Hartenberger-Liszek, K. Szalucki, Problemy finansowania badan rynkowych przedsiębiorstw, [w:] Efektywnosc finansowa przedsiębiorstw w perspektywie podstawowych zagadnień teorii i praktyki diagnozowania ekonomicznego ifunkcjonowania przedsiębiorstw, Wyd. Uniwersytetu Gdanskiego, Gdansk 2017 |
| | Supplementary literature | 1. A. C. Burns, Ann F. Veeck, Marketing research, 9th Edition, Pearson 2020. |
| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | a selected market research project with problem tasks | |
| Work placement | Not applicable | |

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