University of Gdańsk

Subject card

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

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.

Additional goals include: knowledge of market analytics and acquiring the ability to conduct marketing research

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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
[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 Preparing a market analysis project in teams of 4–6 students. The project topic is discussed and approved during consultations with the lecturer and is subsequently presented during class.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[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

Subject contents

1. Market analytics
introduction and theoretical aspects of market data analysis - collection, processing and analysis; factors supporting business decisions
2. Market size research
defining the target market; profile and number of potential customers; market segmentation; sales value in a given segment
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.
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.
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
6. Primary measurement methods
Direct research, e.g. surveys, interviews, focus group interviews, observations, market tests; information as an important resource in the enterprise
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
8. Customer research
customer needs, behaviors and factors and stimuli affecting them; customer satisfaction research, methods of building loyalty and relationships with customers

<table>
<tr><td>Prerequisites and co-requisites</td><td colspan="3">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</td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="3"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>class participation and attendance</td><td>51.0%</td><td>20.0%</td></tr><tr><td>market research project - Creating and presenting a project in groups</td><td>51.0%</td><td>80.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">1. Badanie rynku: Jak zrozumiec konsumenta? red. naukowa M. J. Lutostanski, A. Łebkowska, M. Protasiuk, Warszawa 2021.2. M. Jarocka, J. Hartenberger-Liszek, K. Szałucki, Problemy finansowania badan rynkowych przedsiebiorstw, [w:] Efektywnoscfinansowa przedsiebiorstw w perspektywie podstawowych zagadnien teorii i praktyki diagnozowania ekonomicznego ifunkcjonowania przedsiebiorstw, Wyd. Uniwersytetu Gdanskiego, Gdansk 2017</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">1. A. C. Burns, Ann F. Veeck, Marketing research, 9th Edition, Pearson 2020.</td></tr>
<tr><td>eResources addresses</td><td colspan="2"></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="3">a selected market research project with problem tasks</td></tr>
<tr><td>Work placement</td><td colspan="3">Not applicable</td></tr>
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