University of Gdańsk

Subject card

Subject name and code	Consumer Awareness, PG_00200117						
Field of study	International Economic Relations						
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	part-time studies		Mode of delivery	at the university			
Year of study	2		Language of instruction	Polish			
Semester of study	4		ECTS credits	4.0			
Learning profile	academic		Assessment form	credit			
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Nikodemska-Wołowik, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	12.0	8.0	0.0	15.0	0.0	35
	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	35		0.0	65.0	100	
Subject objectives	To familiarize students with the determinants and trends in the behavior of individual buyers in relation to the conceptsustainable consumption, as well as with phenomena on the international market that are dangerous for consumers, andmethods of counteracting these threats.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_W07] has a knowledge of selected (legal, organisational, ethical) rules and norms conditioning the functioning of economic structures and institutions on the international market; understands the regularities governing them, changes occurring in them and their sources, and their impact on the functioning of economic entities	the student has knowledge about selected rules and norms (legal, organizational, ethical) determining the functioning of the demand and supply sides on the international market, understands the regularities governing consumer behavior, changes in their behaviour and the sources of these changes; the student deepens the knowledge during office houres	[SW4] test/exam - oral or written
	[MSGMU2_U08] can communicate in an international and culturally diverse environment, using advanced terminology of international economic relations; supports his/ her position, doubts and suggestions with argumentation based on selected theories, opinions of various authors and/or statistical data	the student is able to communicate in an international and culturally diverse environment, using advanced terminology related to buyer behavior in an international environment; supports your own position, doubts and suggestions argumentation based on selected theories, views of various authors and/or data statistics.	[SU4] test/exam - oral or written
	[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	the student has in-depth knowledge of man as an individual making economic decisions, operating in social structures and organizational units, in particular about the consumer in the purchasing process	[SW4] test/exam - oral or written
	[MSGMU2_W08] knows and understands the terms and principles of intellectual (industrial) property protection and copyright law; understands the necessity of intellectual property management	the student in relation to the influence on consumer decisions, knows and understands the concepts and principles of protection of intellectual (industrial) property and copyright and understands the need to manage intellectual property resources	[SW4] test/exam - oral or written
	[MSGMU2_U06] can identify types of risks related to international operations of enterprises and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method	the student is able to identify the types of risks related to buyers' decisions on the market and correctly determine their consequences and mitigation methods, with the skillful use of theory and an appropriate research method.	[SU4] test/exam - oral or written
	[MSGMU2_U03] can identify and analyse relations between business entities and institutions in their national and international environment	in relation to consumer behavior, the student is able to identify and analyze the connections between business entities and institutions in their national and international environment	[SU4] test/exam - oral or written
	[MSGMU2_U01] can creatively interpret and explain complex and atypical economic phenomena and the relations occurring between them, using the acquired knowledge in economics, finance and international economic relations	the student is able to creatively interpret and explain complex and unusual buyer behavior from an international perspective and their relations with the supply side of the market, using the knowledge in the field of economics and international economic relations	[SU4] test/exam - oral or written
	[MSGMU2_K05] is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements	the student is ready to initiate actions for consumer protection, inspire and organize projects for the environment and conscious consumption in an international environment, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements	[SK4] test/exam - oral or written

	Course outcome	Subject outcome	Method of verification
	[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	the student is ready to comply with and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of views and cultures, is professional and loyal to the employer	[SK4] test/exam - oral or written

Subject contents

The subject covers the following topics:

1. Basic terms: consumer, buyer, decision-maker, consumerism.

2. A socially responsible company from the perspective of consumers - key stakeholders.

3. Main determinants of buyers' behavior.

4. Consumerism, affluenza and deconsumption.

5. The changing role of the consumer internationally - consumer trends and requirements for socialcorporate responsibility.

6. Methods of manipulation and persuasion used.

7. Greenwashing and leanwashing phenomena.

8. Danger of purchasing counterfeit products.

9. Situational factors and purchasing behavior (e.g. pitfalls of online shopping).

10. Institutional consumer protection.

11. The role of national and international consumer organizations.

12. Consumer responsibility and sustainable consumption.

13. The problem of consumer waste.

Prerequisites and co-requisites

Formal requirements - commercial law

Preliminary requirements - interests in the issues of rational and conscious consumption

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>written exam</td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>1. Mróz B., Zmiany zachowan polskich gospodarstw domowych pod wpływem kryzysu, Oficyna Wydawnicza SGH, Warszawa2015.

2. Nikodemska-Wołowik A.M., Wach D., Andruszkiewicz K., Otukoya A., Conscious shopping of middle-class consumers duringthe pandemic: Exploratory study in Mexico, Nigeria, Poland, and Sri Lanka, "International Journal of Management andEconomics", 2021, 57(3), pp. 209-219.

3. Patrzałek W., Dekonsumpcja. Motywy. Cele. Funkcje, Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław2019.</td></tr>
<tr><td>Supplementary literature</td><td>1. Bywalec Cz., Konsumpcja a rozwój gospodarczy i społeczny, C.H. Beck, Warszawa 2010.

2. Nikodemska-Wołowik A.M., Klucz do zrozumienia konsumenta: jakościowe badania marketingowe, Grupa Verde, Warszawa2008.

3. Pradeep A.K., Mózg na zakupach. Neuromarketing w sprzedaży. Wydawnictwo Onepress - seria Exclusive, Gliwice 2016.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">e.g.: Situational factors and purchasing behaviour (like pitfalls of online shopping).</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
</table>

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