University of Gdańsk

Subject card

Subject name and code	Market Research and Analysis for Logistics and Mobility, PG_00200440		
Field of study	Logistics and Mobility		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Master's studies	Subject group	Obligatory subject group in the field of study 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	1	Language of instruction	English
Semester of study	2	ECTS credits	3.0
Learning profile	academic	Assessment form	exam
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Marcin Wołek, prof. UG	
	Teachers	dr hab. Marcin Wołek, prof. UG dr Aleksander Jagiełło	

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	
	Getting a knowledge of market and marketing research methodology for the needs of logistics companies.Acquiring the skills to design and conduct marketing and market research.Understanding of the marketing and market research process and the impact of information on the management decisions of logistics companies.Acquiring the ability to interpret research results and present the results.Learning the principles of carrying out analyzes of the transport and logistics market.Acquiring the ability to independently assess the transport and logistics market.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[LMMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	Ability to identify, diagnose and resolve dilemmas related to performing a profession using transport and logistics market research tools.	[SK1] oral statement/conversation/ discussion
[LMMU2_W03] has a knowledge of relations between economic entities and organisations functioning in the national, international and intercultural spheres; understands importance logistics and mobility for their operation	The ability to define and solve problems from an interdisciplinary perspective in relation to the transport and logistics market.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[LMMU2_W08] has a knowledge of main and logistics processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	Ability to analyze processes taking place in transport and logistics enterprises and their environment using marketing and market research tools and methods.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[LMMU2_U01] can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance, management sciences, logistics and mobility	Ability to interpret the results of marketing and market research in relation to the transport and logistics sector.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[LMMU2_U04] can forecast and model complex economic and social processes, as well as logistics and mobility processes and systems using quantitative and qualitative methods and tools developed by economic sciences (including statistics and econometrics)	Ability to use marketing and market research tools and methods.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[LMMU2_U02] can use acquired knowledge to describe and analyse the causes and course of logistics and mobility processes and systems, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	Ability to select appropriate methods and tools for marketing and market research in relation to the transport and logistics sector.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[LMMU2_U03] can analyse causes and course of logistics and mobility processes and systems, formulate his/her own opinions on the subject, construct research hypotheses, and select and apply methods of their verification	Ability to analyze processes taking place in transport and logistics enterprises and their environment using marketing and market research tools and methods.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written [SU5] implementation of a problem task
[LMMU2_W06] has an in-depth knowledge of statistical and econometric methods and tools for description and macro- and microeconomic modelling of logistics and mobility processes and systems	Ability to identify appropriate statistical methods for a specific study.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion

Subject contents	1) Designing marketing and market research for the needs of logistics companies [Specifications of market and marketing research. Information needs of enterprises. Sampling] 2) Instruments used in research for logistics purposes [Construction of measurement tools. Structure of the questionnaire]. 3) Data acquisition methods [Interviews. Surveys. Other methods] 4) Analysis of the market environment of logistics enterprises [Specific nature of the market environment of logistics enterprises. Identification of trends. Scenario methods]. 5) Market analysis for logistics [Market size assessment. Market capacity assessment. Assessment of competition in the market]. 6) Analysis of the market situation of a logistics company [Assessment of the company's market position. Assessment of the enterprise's competitiveness. Assessment of the enterprise's development potential]. 7) Study of the impact of marketing instruments on the market [Service study. Price research. Distribution study. Promotion study]. The final project will address one of the topics listed above. Any doubts regarding the issues discussed will be dispelled during the consultation.
Prerequisites and co-requisites	Knowledge of basic economic issues, knowledge of basic issues marketing.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	50.0%
written exam	51.0%	50.0%

Recommended reading

Basic literature	R.E. Plank, D. J. Lichtenthal, D. A. Reid: Fundamentals of Business Marketing Research. United Kingdom: Routledge, 1st edition 2020 R. Venkatesan, Paul W. Farris, R. T. Wilcox: Marketing Analytics: Essential Tools for Data-Driven Decisions. Charlottesville: University of Virginia Press, 2021
Supplementary literature	H. Kunreuther, M-K Erwann, N. A. Doherty: At war with the weather: managing large-scale risks in a new era of catastrophes. At war with the weather: managing large-scale risks in a new era of catastrophes. MIT Press, Cambridge, Massachusetts 2009
eResources addresses	

Example issues/ example questions/ tasks being completed	Stages of the marketing research process. The specificity of market and marketing research. Sampling methods Questionnaire construction process. Market size assessment. Market capacity assessment. Methods of assessing competition on the market.
Work placement	Not applicable

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