



Subject card

Subject name and code	, PG_00049628						
Field of study	Economic Analytics						
Date of commencement of studies	October 2021	Academic year of realisation of subject			2023/2024		
Education level	first-cycle studies	Subject group			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	general academic profile	Assessment form			assessment		
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. inż. Magdalena Brzozowska-Woś					
	Teachers	dr hab. inż. Magdalena Brzozowska-Woś					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	15.0	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	9.0		61.0	100	
Subject objectives	To familiarize students with the specificity of the impact of consumer behaviour on marketing activities and the influence of marketers on consumers.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_U08] Has the ability to use mathematical and IT tools to analyse economic phenomena and make decisions by economic entities.	Student develops a support plan for a market venture based on research and analysis of consumer behaviour.			[SU5] Assessment of ability to present the results of task [SU4] Assessment of ability to use methods and tools [SU3] Assessment of ability to use knowledge gained from the subject [SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment		
	[K6_W09] Knows the ways and tools of acquiring and collecting data, including IT data, used in the analysis and explanation of socio-economic phenomena and processes.	Student uses the tools for acquiring, collecting, and analyzing data from quantitative and qualitative research.			[SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge		

Subject contents	<p>Lectures:</p> <ul style="list-style-type: none"> • Introduction to the behaviour of market entities. • Buying and possessing products and the state of existence of consumers. • Client perception, learning, and memory. • Personality, psychography, and self-image. • Consumers' feelings about themselves and their consumption habits. • Personality and psychology of consumers. • Shaping attitudes and persuasion. • Decision-making process. • Buying and disposing of products. • Groups and social media and consumer behaviour. <p>Laboratories:</p> <ul style="list-style-type: none"> • Introduction to classes. • Defining the business, target group, and product category. • Analysis of the adaptation of the current website of the organization and the offer to the needs of the market - functionality test. • Conducting netnographic research on the brand. • Conducting semi-structured individual interviews - methodology. • Development of the study scenario. • Analysis of the information obtained. • Answer research questions. • Conducting an internet survey - methodology. • Development of the questionnaire and a codebook. • Analysis of results and conclusions. 														
Prerequisites and co-requisites	To familiarize students with the specificity of the impact of consumer behaviour on marketing activities and the influence of marketers on consumers.														
Assessment methods and criteria	<table border="1" data-bbox="450 822 1489 958"> <thead> <tr> <th data-bbox="450 822 794 857">Subject passing criteria</th> <th data-bbox="794 822 1139 857">Passing threshold</th> <th data-bbox="1139 822 1489 857">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="450 857 794 893">Activity</td> <td data-bbox="794 857 1139 893">0.0%</td> <td data-bbox="1139 857 1489 893">5.0%</td> </tr> <tr> <td data-bbox="450 893 794 929">Test</td> <td data-bbox="794 893 1139 929">60.0%</td> <td data-bbox="1139 893 1489 929">60.0%</td> </tr> <tr> <td data-bbox="450 929 794 958">Project task reports</td> <td data-bbox="794 929 1139 958">60.0%</td> <td data-bbox="1139 929 1489 958">35.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Activity	0.0%	5.0%	Test	60.0%	60.0%	Project task reports	60.0%	35.0%
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Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Brzozowska-Woś M. (2020). Wpływ cyfrowej komunikacji marketingowej na angażowanie się w markę i współtworzenie jej wartości przez młodych konsumentów. Gdańsk: Wyd. Politechniki Gdańskiej. 2. Kozinets R. V. (2012). Netnografia Badania etnograficzne online. Warszawa: Wydawnictwo Naukowe PWN. 3. Solomon, M. R. (2010). Consumer behaviour: A European perspective. Pearson education. 4. Sobczyk, G. (2018). Zachowania konsumentów wobec nowych trendów konsumpcji-wyniki badań. Annales Universitatis Mariae Curie-Skłodowska, Sectio H Oeconomia, 52(1), 171-180. 													
	Supplementary literature	<ol style="list-style-type: none"> 1. Barker M.S., Barker D.I., Bormann N.F., Zahay D., & Robert M.L. (2017). Social Media Marketing. A Strategic Approach. 2nd Edition. 2. Kotler, P., Keller, K. L., Manceau, D., & Dubois, B. (2016). Marketing Management, 15e Ed. New Jersey: Pearson Education. 													
	eResources addresses	Adresy na platformie eNauczanie: Zachowania podmiotów rynkowych, AGI, SS - 2023/2024 - Moodle ID: 24021 https://enauzanie.pg.edu.pl/moodle/course/view.php?id=24021													
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> • What is consumer behaviour? • Do your consumption choices differ depending on the role you play at the time (provide examples from your own life)? • How do your choices as a consumer differ depending on whether you are in the role of a student, child, worker etc.? • Describe the consumption process in the context of the consumer and marketer. • What kinds of relationships can consumers have with products?How do these product relationships affect your behaviour (provide examples)? • What does the perceptual process look like?Under what conditions can subliminal perception work? • List and justify factors related to the pre-purchase state, purchase process, and post-purchase status. 														
Work placement	Not applicable														