



## Subject card

|   |  |  |  |                                     |  |            |     |
|---|--|--|--|-------------------------------------|--|------------|-----|
| Subject name and code                       | Market analysis, PG_00049629   |  |  |                                     |  |            |     |
| 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<br>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                                  |  |                                     | English  |            |     |
| 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 Natalia Przybylska  |                                     |  |            |     |
|   | Teachers   |  | dr Natalia Przybylska  |                                     |  |            |     |
| Lesson types and methods of instruction     | Lesson type  | Lecture  | Tutorial   | Laboratory                          | Project  | Seminar    | SUM |
|   | Number of study hours  | 0.0  | 30.0   | 0.0                                 | 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                          | Acquainted with the principles and skills in market analysis   |  |  |                                     |  |            |     |
| Learning outcomes                           | Course outcome   |  | Subject outcome  |                                     | Method of verification   |            |     |
|   | [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.   |  | Is able to define the essence of the market, its essence structure, demand and factors shaping demand, sources of supply and factors affecting supply, factors shaping balance market, defines the mechanism competition, establishes forms and intensity of competition, can shape the advantage competitive. |                                     | [SW1] Assessment of factual knowledge<br>[SW3] Assessment of knowledge contained in written work and projects      |            |     |
|   | [K6_U08] Has the ability to use mathematical and IT tools to analyse economic phenomena and make decisions by economic entities.   |  | Can determine the market size, market capacity, positioning product (market offer), determines way of shaping the advantage competitive, estimates the effects improving competitive position.   |                                     | [SU4] Assessment of ability to use methods and tools<br>[SU5] Assessment of ability to present the results of task |            |     |
| Subject contents                            | LECTURE The essence of market; market structure; market demand as part of the market; factors affecting demand; supply as part of the market; factors affecting supply; market size; market volume; market balance (equilibrium); factors affecting the market balance; the mechanism of competition; forms of competition; intensity of competition; competitive advantage; the development of competitive advantage.<br><br>LABORATORY: The formulation of the problem; the selection and characterization of the market; the choice of market; determine market flexibility; determine supply; characteristics of innovation in the supply; determine the size of the market; estimate the market volume; market equilibrium characteristics; determine the form of market; characteristics of direct competitors; substitutes rating; positioning the market offer; determine how to improve market position; determine the size of the planned sale; formulate conclusions. |  |  |                                     |  |            |     |
| Prerequisites and co-requisites             | No requirements.   |  |  |                                     |  |            |     |

| Assessment methods and criteria                                | Subject passing criteria   | Passing threshold   | Percentage of the final grade |
|--|--|---|-------------------------------|
|  |  | 60.0%   | 75.0%                         |
|  |  | 60.0%   | 25.0%                         |
| Recommended reading  | Basic literature   | Wrzosek W., Funkcjonowanie rynku, PWE, Warszawa 2002; Ph. Kotler, K. Keller, Marketing (14th Edition), Poznań, 2019,  |                               |
|  | Supplementary literature   | Alridge A., Rynek, Wydawnictwo SIC!, Warszawa 2006.   |                               |
|  | eResources addresses   | Adresy na platformie eNauczenie:<br>Analiza rynku (2023/24) - Moodle ID: 33528<br><a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=33528">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=33528</a> |                               |
| Example issues/<br>example questions/<br>tasks being completed | <ul style="list-style-type: none"> <li>• Describe portrait of client (consumer)</li> <li>• Determine the income elasticity of demand</li> <li>• Determine the price elasticity of supply</li> <li>• Determine the size of the market</li> <li>• Identify the market position of the product (offer)</li> </ul> |   |                               |
| Work placement   | Not applicable   |   |                               |