



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 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 [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 [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. 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 eNauczanie: Analiza rynku (2023/24) - Moodle ID: 33528 https://enauczenie.pg.edu.pl/moodle/course/view.php?id=33528	
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none">• Describe portrait of client (consumer)• Determine the income elasticity of demand• Determine the price elasticity of supply• Determine the size of the market• Identify the market position of the product (offer)		
Work placement	Not applicable		