



## Subject card

Subject name and code	MARKET ENTITIES BEHAVIORS, PG_00058532						
Field of study	Economic Analytics						
Date of commencement of studies	October 2022	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	2	Language of instruction			Polish		
Semester of study	4	ECTS credits			3.0		
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		5.0		40.0	75
Subject objectives	It describes the specificity of the impact of consumer behaviour on marketing activities and the impact of marketers on consumers						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_U06] acquires new knowledge by planning lifelong learning strategies	acquires new knowledge necessary to develop a market venture support plan based on research and analysis of consumer behaviour			[SU1] Assessment of task fulfilment [SU2] Assessment of ability to analyse information [SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools		
	[K6_W03] identifies reliable sources of information relevant to the analyzed issues	identifies reliable sources of obtaining information and data from quantitative and qualitative research			[SW1] Assessment of factual knowledge [SW3] Assessment of knowledge contained in written work and projects		

Subject contents	<p><b>Lectures:</b></p> <ul style="list-style-type: none"> <li>• Introduction to the behaviour of market entities.</li> <li>• Buying and owning products and the state of existence of consumers.</li> <li>• Client perception, learning and memory.</li> <li>• Personality, psychographics and self-image.</li> <li>• Consumers' feelings about themselves and their consumption habits.</li> <li>• Consumer personality and psychology.</li> <li>• Shaping attitudes and persuasion.</li> <li>• Decision-making process.</li> <li>• Buying and disposing of products.</li> <li>• Groups and social media and consumer behaviour.</li> </ul> <p><b>Laboratories:</b></p> <ul style="list-style-type: none"> <li>• Introduction to classes.</li> <li>• Defining the website, target group and product category.</li> <li>• Using the "bull's eye" model for business analysis</li> <li>• Analysis of adapting the organization's existing website and offer to market needs - functionality test.</li> <li>• Conducting an online survey - methodology.</li> <li>• Development of the questionnaire.</li> <li>• Development of a code book.</li> <li>• Data analysis.</li> <li>• Verification of hypotheses and answers to research problems.</li> <li>• Applying selected qualitative research methods and projection techniques in analysing consumer attitudes towards the brand - methodology.</li> <li>• Development of a research scenario.</li> <li>• Analysis of the information obtained.</li> <li>• Answer to research questions.</li> <li>• Model development.</li> <li>• Conducting netnographic research on the brand.</li> </ul>											
Prerequisites and co-requisites	The student should have completed the "Marketing" and "Marketing Research" courses.											
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="454 1086 794 1115">Subject passing criteria</th> <th data-bbox="799 1086 1139 1115">Passing threshold</th> <th data-bbox="1144 1086 1479 1115">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="454 1122 794 1151">Test</td> <td data-bbox="799 1122 1139 1151">60.0%</td> <td data-bbox="1144 1122 1479 1151">60.0%</td> </tr> <tr> <td data-bbox="454 1158 794 1187">Project task reports</td> <td data-bbox="799 1158 1139 1187">60.0%</td> <td data-bbox="1144 1158 1479 1187">40.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Test	60.0%	60.0%	Project task reports	60.0%	40.0%
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Project task reports	60.0%	40.0%										
Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<p>Brzozowska-Woś M. (2020). Wpływ cyfrowej komunikacji marketingowej na angażowanie się w markę i współtworzenie jej wartości przez młodych konsumentów. Gdańsk: Wyd. Politechniki Gdańskiej.</p> <p>Kozinets R. V. (2012). Netnografia Badania etnograficzne online. Warszawa: Wydawnictwo Naukowe PWN.</p> <p>Solomon, M. R. (2010). Consumer behaviour: A European perspective. Pearson education.</p> <p>Sobczyk, G. (2018). Zachowania konsumentów wobec nowych trendów konsumpcji-wyniki badań. Annales Universitatis Mariae Curie-Skłodowska, Sectio H Oeconomia, 52(1), 171-180.</p> <p>Barker M.S., Barker D.I., Bormann N.F., Zahay D., &amp; Robert M.L. (2017). Social Media Marketing. A Strategic Approach. 2nd Edition. Kotler, P., Keller, K. L., Manceau, D., &amp; Dubois, B. (2016). Marketing Management, 15e Ed. New Jersey: Pearson Education.</p> <p>Adresy na platformie eNauczanie: Zachowania podmiotów rynkowych (2024), AGI, s. 4 - Moodle ID: 35130 <a href="https://enauzanie.pg.edu.pl/moodle/course/view.php?id=35130">https://enauzanie.pg.edu.pl/moodle/course/view.php?id=35130</a></p>										
Example issues/ example questions/ tasks being completed	<p>What is consumer behaviour?</p> <p>Do your consumption choices differ depending on the role you play at the time (provide examples from your own life)?</p> <p>How do your choices as a consumer differ depending on whether you are in the role of a student, child, worker etc.?</p> <p>Describe the consumption process in the context of the consumer and marketer.</p> <p>What kinds of relationships can consumers have with products?</p> <p>How do these product relationships affect your behaviour (provide examples)?</p> <p>What does the perceptual process look like?</p> <p>Under what conditions can subliminal perception work?</p> <p>List and justify factors related to the pre-purchase state, purchase process, and post-purchase status.</p>											
Work placement	Not applicable											