GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	MARKET ANALYSIS, PG_00058534					
Field of study	Economic Analytics					

Date of commencement of studies	October 2022	Academic year of realisation of subject	2024/2025
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	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	mgr inż. Agnieszka Kozłowska
	Teachers	mgr inż. Agnieszka Kozłowska

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	5.0	40.0	75

Subject objectives	Describes the essence and principles of market analysis		
Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K6_W03] identifies reliable sources of information relevant to the analyzed issues	classifies the factors characterizing the activities carried out in market analysis	[SW1] Assessment of factual knowledge
	[K6_U06] acquires new knowledge by planning lifelong learning strategies	acquires new knowledge using the results of market analysis to shape a competitive advantage	[SU3] Assessment of ability to use knowledge gained from the subject

Subject contents	Characteristics of the company's / organization's market activity Demand analysis as an element of the market Supply analysis as an element of the market Assessment of the size and market capacity of the company / organization and market balance Analysis of the company's / organization's competition Building a market position and determining ways to achieve a competitive advantage of the company / organization
Prerequisites and co-requisites	

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Term paper (report)	60.0%	80.0%
	Presentation of the results	60.0%	20.0%

Recommended reading	Basic literature	Wrzosek, W. (2002). Funkcjonowanie rynku. Warszawa: PWE. Mruk, H. (red.) (2003). Analiza rynku. Warszawa: PWE. Mynarski, S. (red.) (1993). Analizy rynku. Systemy i mechanizmy. Kraków: Akademia Ekonomiczna Kraków. Kotler, Ph., Armstrong, G., Saunders, J., Wong, V. (2002). Marketing. Podręcznik europejski, Warszawa: PWE.
	Supplementary literature	Alridge A. (2006). Rynek. Warszawa: Wydawnictwo SIC!
	eResources addresses	Adresy na platformie eNauczanie:

Example issues/ example questions/ tasks being completed	Determine the income elasticity of demand Determine the price elasticity of supply Determine the size of the market Determine the market capacity

Work placement	Not applicable