



Subject card

Subject name and code	MARKET ANALYSIS, PG_00058601						
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	Part-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	16.0	0.0	0.0	0.0	16
	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	16		5.0		54.0	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	<p>Characteristics of the company's / organization's market activity</p> <p>Demand analysis as an element of the market</p> <p>Supply analysis as an element of the market</p> <p>Assessment of the size and market capacity of the company / organization and market balance</p> <p>Analysis of the company's / organization's competition</p> <p>Building a market position and determining ways to achieve a competitive advantage of the company / organization</p>						
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						
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						