



Subject card

Subject name and code	Market analysis, PG_00045378						
Field of study	Data Engineering						
Date of commencement of studies	October 2022	Academic year of realisation of subject			2025/2026		
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	4	Language of instruction			English		
Semester of study	7	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		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	0.0	30.0	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		2.0		68.0	100
Subject objectives	The introduction with principles and getting the ability of the market analysis.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W14] Knows the quantitative methods that allow the analysis of socio-economic processes		Student defines the essence of the market, its structure, demand and factors formative demand, the sources of the supply and factors influencing supply, factors formative market equilibrium, the mechanism of the competition defines; establishes forms and the intensity of the competition; is able to shape competitive superiority.		[SW1] Assessment of factual knowledge		
	[K6_U09] can identify and analyse reasons for and the course of particular economic processes and phenomena, and provide their critical analysis.		Student defines the size of the market, the capacity of the market, the product positions (market offer), the way of the formation of competitive superiority; estimates the effects of the improvement of the competitive position.		[SU4] Assessment of ability to use methods and tools		
Subject contents	Describing the market; determining the demand; determining the supply; establishing the size and capacities of the market; analysis of the macroenvironment; analysis of customers of the company (segmentation, cluster analysis, scoring models); analysis of satisfaction and loyalties of customers (CSI, NPS); analysis of the preference of consumers (conjoint, research the preference and likings); systems CRM; competitors analysis; analysis of suppliers; product analysis; analysis of prices; analysis of distribution; analysis of effectiveness of the promotion.						
Prerequisites and co-requisites	Principles of Marketing, Marketing Research						
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Mid-term tests during the semester		60.0%		49.0%		
	The semestral work (report)		60.0%		51.0%		

Recommended reading	Basic literature	Mruk H. (red.), Analiza rynku, PWE, Warszawa 2003; Rosa G., Smalec A., Analiza i funkcjonowanie rynku na przykładach. Wyd. Uniwersytetu Szczecińskiego, Szczecin 2000, Rószkiewicz M., Analiza klienta, SPSS, Warszawa 2011; Wrzosek W., Funkcjonowanie rynku, PWE, Warszawa 2002
	Supplementary literature	Balicki A., Analiza rynku, Wydawnictwo WSZ, Gdańsk 2002; Mynarski S. (red.), Analizy rynku. Systemy i mechanizmy, Akademia Ekonomiczna Kraków, Kraków 1993; J. Perenc J.(red.) Analiza i funkcjonowanie rynku, Wydawnictwo Uniwersytetu Szczecińskiego, Szczecin 1998.
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>Present demand as part of the market.</p> <p>Determine the capacity of the market.</p> <p>Characterize the methods of analysis microenvironment.</p> <p>Determine the level of customer loyalty (with data from NPS).</p>	
Work placement	Not applicable	