



Subject card

|   |   |  |          |                                     |   |            |     |
|---|---|--|----------|-------------------------------------|---|------------|-----|
| Subject name and code                       | MARKET ENTITIES BEHAVIORS, PG_00058532  |  |          |                                     |   |            |     |
| Field of study                              | Economic Analytics  |  |          |                                     |   |            |     |
| Date of commencement of studies             | October 2023  | Academic year of realisation of subject  |          |                                     | 2024/2025   |            |     |
| Education level                             | first-cycle studies   | Subject group  |          |                                     | Optional subject group<br>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  |  |          |                                     |   |            |     |
| 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 |          |                                     | [SU4] Assessment of ability to use methods and tools<br>[SU3] Assessment of ability to use knowledge gained from the subject<br>[SU2] Assessment of ability to analyse information<br>[SU1] Assessment of task fulfilment |            |     |
|   | [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                       |          |                                     | [SW3] Assessment of knowledge contained in written work and projects<br>[SW1] Assessment of factual knowledge   |            |     |

| Subject contents   | <p>Introduction to the behaviour of market entities.<br/>         Buying and possessing products and the state of existence of consumers.<br/>         Client perception, learning and memory.<br/>         Personality, psychography and self-image.<br/>         Consumers' feelings about themselves and their consumption habits.<br/>         Personality and psychology of consumers.<br/>         Shaping attitudes and persuasion.<br/>         Decision-making process.<br/>         Buying and Disposing of Products.<br/>         Groups and social media and consumer behaviour.</p> <p><b>Laboratories:</b><br/>         Introduction to classes.<br/>         Defining the business, target group and product category.<br/>         Analysis of the adaptation of the current website of the organization and the offer to the needs of the market - functionality test.<br/>         Conducting netnographic research on the brand.<br/>         Conducting semi-structured individual interviews - methodology.<br/>         Development of the study scenario.<br/>         Analysis of the information obtained.<br/>         Answer research questions.<br/>         Conducting an internet survey - methodology.<br/>         Development of the questionnaire.<br/>         Development of a codebook.<br/>         Data analysis.<br/>         Verification of hypotheses and answers to research problems.</p> |   |  |                          |                   |                               |          |      |      |                      |       |       |      |       |       |
|--|--|---|--|--------------------------|-------------------|-------------------------------|----------|------|------|----------------------|-------|-------|------|-------|-------|
| Prerequisites and co-requisites                                | The student should have completed the "Marketing" and "Marketing Research" courses.  |   |  |                          |                   |                               |          |      |      |                      |       |       |      |       |       |
| Assessment methods and criteria                                | <table border="1" data-bbox="450 734 1489 880"> <thead> <tr> <th data-bbox="450 734 794 768">Subject passing criteria</th> <th data-bbox="794 734 1139 768">Passing threshold</th> <th data-bbox="1139 734 1489 768">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="450 768 794 801">Activity</td> <td data-bbox="794 768 1139 801">0.0%</td> <td data-bbox="1139 768 1489 801">5.0%</td> </tr> <tr> <td data-bbox="450 801 794 835">Project task reports</td> <td data-bbox="794 801 1139 835">61.0%</td> <td data-bbox="1139 801 1489 835">55.0%</td> </tr> <tr> <td data-bbox="450 835 794 880">Test</td> <td data-bbox="794 835 1139 880">61.0%</td> <td data-bbox="1139 835 1489 880">40.0%</td> </tr> </tbody> </table>   |   |  | Subject passing criteria | Passing threshold | Percentage of the final grade | Activity | 0.0% | 5.0% | Project task reports | 61.0% | 55.0% | Test | 61.0% | 40.0% |
| Subject passing criteria                                       | Passing threshold  | Percentage of the final grade   |  |                          |                   |                               |          |      |      |                      |       |       |      |       |       |
| Activity   | 0.0%   | 5.0%  |  |                          |                   |                               |          |      |      |                      |       |       |      |       |       |
| Project task reports   | 61.0%  | 55.0%   |  |                          |                   |                               |          |      |      |                      |       |       |      |       |       |
| Test   | 61.0%  | 40.0%   |  |                          |                   |                               |          |      |      |                      |       |       |      |       |       |
| Recommended reading  | Basic literature   | <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> |  |                          |                   |                               |          |      |      |                      |       |       |      |       |       |
|  | Supplementary literature   | <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.</p> <p>Kotler, P., Keller, K. L., Manceau, D., &amp; Dubois, B. (2016). Marketing Management, 15e Ed. New Jersey: Pearson Education.</p>  |  |                          |                   |                               |          |      |      |                      |       |       |      |       |       |
|  | eResources addresses   | Adresy na platformie eNauczanie:  |  |                          |                   |                               |          |      |      |                      |       |       |      |       |       |
| Example issues/<br>example questions/<br>tasks being completed | <p>What is consumer behaviour?<br/>         Do your consumption choices differ depending on the role you play at the time (provide examples from your own life)?<br/>         How do your choices as a consumer differ depending on whether you are in the role of a student, child, worker etc.?<br/>         Describe the consumption process in the context of the consumer and marketer.<br/>         What kinds of relationships can consumers have with products?<br/>         How do these product relationships affect your behaviour (provide examples)?<br/>         What does the perceptual process look like?<br/>         Under what conditions can subliminal perception work?<br/>         List and justify factors related to the pre-purchase state, purchase process, and post-purchase status.</p>   |   |  |                          |                   |                               |          |      |      |                      |       |       |      |       |       |
| Work placement   | Not applicable   |   |  |                          |                   |                               |          |      |      |                      |       |       |      |       |       |