



Subject card

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|---|---|--|----------|-------------------------------------|---|------------|-----|
| Subject name and code | MARKET ENTITIES BEHAVIORS, PG_00058600 | | | | | | |
| 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 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 | 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 | 8.0 | 0.0 | 8.0 | 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 | 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_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 [SW1] Assessment of factual knowledge | | |
| | [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 [SU3] Assessment of ability to use knowledge gained from the subject [SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment | | |

| Subject contents | <p>Introduction to the behaviour of market entities. Buying and possessing products and the state of existence of consumers. Client perception, learning and memory. Personality, psychography and self-image. Consumers' feelings about themselves and their consumption habits. Personality and psychology of consumers. Shaping attitudes and persuasion. Decision-making process. Buying and Disposing of Products. Groups and social media and consumer behaviour.</p> <p>Laboratories: Introduction to classes. Defining the business, target group and product category. Analysis of the adaptation of the current website of the organization and the offer to the needs of the market - functionality test. Conducting netnographic research on the brand. Conducting semi-structured individual interviews - methodology. Development of the study scenario. Analysis of the information obtained. Answer research questions. Conducting an internet survey - methodology. Development of the questionnaire. Development of a codebook. Data analysis. 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., & Robert M.L. (2017). Social Media Marketing. A Strategic Approach. 2nd Edition.</p> <p>Kotler, P., Keller, K. L., Manceau, D., & Dubois, B. (2016). Marketing Management, 15e Ed. New Jersey: Pearson Education.</p> | | | | | | | | | | | | | |
| | eResources addresses | Adresy na platformie eNauczanie: | | | | | | | | | | | | | |
| Example issues/ example questions/ tasks being completed | <p>What is consumer behaviour? Do your consumption choices differ depending on the role you play at the time (provide examples from your own life)? How do your choices as a consumer differ depending on whether you are in the role of a student, child, worker etc.? Describe the consumption process in the context of the consumer and marketer. What kinds of relationships can consumers have with products? How do these product relationships affect your behaviour (provide examples)? What does the perceptual process look like? Under what conditions can subliminal perception work? List and justify factors related to the pre-purchase state, purchase process, and post-purchase status.</p> | | | | | | | | | | | | | | |
| Work placement | Not applicable | | | | | | | | | | | | | | |