



Subject card

Subject name and code	Market analysis, PG_00045378						
Field of study	Data Engineering						
Date of commencement of studies	October 2024	Academic year of realisation of subject				2027/2028	
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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Natalia Przybylska					
	Teachers	dr Natalia Przybylska					
Lesson types	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	prepare students to independently conduct market analysis using quantitative and qualitative methods and to critically evaluate the credibility of information sources, based on knowledge of socio-economic processes, competition mechanisms and consumer behaviour, as well as to shape attitudes of responsibility for the use of analytical results and teamwork in the context of business decision-making including, among others, analyses of market size and capacity, sector attractiveness (Porters Five Forces), customer segmentation, perception maps, as well as qualitative research such as focus groups and association tests.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_W05] integrates data from multiple sources in order to analyze complex business problems	knows and understands quantitative and qualitative methods of analysing socio-economic processes in the context of market size and capacity assessment, sector attractiveness (Porter's Five Forces), customer segmentation and competitors' positioning.			[SW1] Assessment of factual knowledge		
	[K6_K03] demonstrates the ability to think critically and analytically and integrates knowledge from many disciplines in order to make effective decisions	can independently and in a team identify and critically analyze market parameters, apply segmentation techniques, construct perception maps, and interpret the results of qualitative research (focus groups, association tests) to assess and improve a company's competitive position.			[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice		
	[K6_U05] develops innovative solutions for data analysis and processing, using appropriate methods and tools	can independently and in a team identify and critically analyze market parameters, apply segmentation techniques, construct perception maps, and interpret the results of qualitative research (focus groups, association tests) to assess and improve a company's competitive position.			[SU4] Assessment of ability to use methods and tools		

Subject contents	<p>Course content – laboratory</p> <p>Market structure and key market parameters analysis of market structures, identification of industry characteristics and main market indicators. Industry attractiveness and competitive environment application of Porters Five Forces framework, assessment of sector attractiveness and analysis of current market trends. Competition analysis identification of key competitors, competitive positioning and development of perceptual maps. Customer analysis and market segmentation justification of segmentation criteria, identification of target groups and customer profiles. Brand image and associations association tests, image and identity analysis using projective methods. Qualitative research methods in market diagnosis focus group interviews (FGI) and interpretation of qualitative insights. Evidence sprint application of mystery shopping and qualitative research to generate insights, managerial recommendations and a strategic roadmap.</p>		
Prerequisites and co-requisites	Principles of Marketing, Marketing Research		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test open-ended questions	60.0%	20.0%
	Presentations	60.0%	80.0%
Recommended reading	Basic literature	<p>Kuada A, J. (2008). International Market Analysis. Adonis & Abbey Publishers Ltd., Winston, W., Stevens, R. E., Sherwood, P. K., & Dunn, J. P. (2013). Market analysis: Assessing your business opportunities. Routledge., Silverman, D. (2016). Introducing qualitative research. Qualitative research, Maison, D. (2018). Qualitative marketing research: Understanding consumer behaviour. Routledge.</p>	
	Supplementary literature	<p>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, 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</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>Explain what each of the terms market size, market volume, and market capacity means. Provide examples to illustrate your explanation. How does the segmentation process work? Describe its key steps. How can an association test be conducted in market research? Describe the process.</p>		
Practical activities within the subject	Not applicable		

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