



Subject card

Subject name and code	MARKET ANALYSIS, PG_00058601									
Field of study	Economic Analytics									
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027					
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 (on-line)	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									
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_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					
	[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					
Subject contents	Characteristics of the company's / organization's market activity Demand analysis as an element of the market Supply analysis as an element of the market Assessment of the size and market capacity of the company / organization and market balance Analysis of the company's / organization's competition Building a market position and determining ways to achieve a competitive advantage of the company / organization									
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	Adresy na platformie eNauczanie:								
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									