



Subject card

Subject name and code	MARKET ENTITIES BEHAVIORS, PG_00066531						
Field of study	Economic Analytics						
Date of commencement of studies	October 2024	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	Part-time studies (on-line)	Mode of delivery			blended-learning		
Year of study	2	Language of instruction			Polish		
Semester of study	4	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	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	16.0	0.0	0.0	24
	E-learning hours included: 12.0						
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	24		5.0		71.0	100
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 specialized knowledge related to the field of economic analytics by planning a personal lifelong learning strategy		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		
	[K6_W03] Knows reliable sources of information and uses advanced knowledge to explain fundamental dilemmas of the modern economy.		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		

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><b>Laboratories:</b>          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="450 734 794 779">Subject passing criteria</th> <th data-bbox="794 734 1139 779">Passing threshold</th> <th data-bbox="1139 734 1489 779">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="450 779 794 813">Project task reports</td> <td data-bbox="794 779 1139 813">61.0%</td> <td data-bbox="1139 779 1489 813">55.0%</td> </tr> <tr> <td data-bbox="450 813 794 846">Test</td> <td data-bbox="794 813 1139 846">61.0%</td> <td data-bbox="1139 813 1489 846">40.0%</td> </tr> <tr> <td data-bbox="450 846 794 880">Activity</td> <td data-bbox="794 846 1139 880">0.0%</td> <td data-bbox="1139 846 1489 880">5.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Project task reports	61.0%	55.0%	Test	61.0%	40.0%	Activity	0.0%	5.0%
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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	<p>Adresy na platformie eNauczenie:</p> <p>Zachowania podmiotów rynkowych 2025, AGI, s. 4 - Moodle ID: 43798  <a href="https://enauczenie.pg.edu.pl/moodle/course/view.php?id=43798">https://enauczenie.pg.edu.pl/moodle/course/view.php?id=43798</a></p>													
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														

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