



Subject card

Subject name and code	Market analysis, PG_00067413						
Field of study	Data Engineering						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2028/2029		
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		3.0		
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		3.0		42.0	75
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_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		
	[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		

Subject contents	Course content – laboratory		
	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.		
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	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.	
	Supplementary literature	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	
	eResources addresses		
Example issues/ example questions/ tasks being completed	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.		
Practical activities within the subject	Not applicable		

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