



Subject card

Subject name and code	Market Research, PG_00067803						
Field of study	Economic Analytics						
Date of commencement of studies	October 2025		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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		4.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department Of Marketing -> Faculty Of Management And Economics -> Wydziały Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor						
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	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	45		5.0		50.0	100
Subject objectives	Describes the essence and principles of market analysis						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U06] acquires specialized knowledge in the field of economic analytics, demonstrating the ability to effectively plan individual work and pursue lifelong learning.		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] is familiar with reliable sources of information and employs advanced knowledge to explain the fundamental dilemmas of the contemporary economy		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		
	Presentation of the results		60.0%		20.0%		
	Term paper (report)		60.0%		80.0%		
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

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