



Subject card

Subject name and code	Behavior of Market Entities, PG_00068634						
Field of study	Economic Analytics						
Date of commencement of studies	October 2025		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	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 -> 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	8.0	0.0	16.0	0.0	0.0	24
	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	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 specialized knowledge in the field of economic analytics, demonstrating the ability to effectively plan individual work and pursue lifelong learning.		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] is familiar with reliable sources of information and employs advanced knowledge to explain the fundamental dilemmas of the contemporary 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	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. Laboratories: 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.		
Prerequisites and co-requisites	The student should have completed the "Marketing" and "Marketing Research" courses.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	61.0%	40.0%
	Activity	0.0%	5.0%
	Project task reports	61.0%	55.0%
Recommended reading	Basic literature	Brzozowska-Woś M. (2020). Wpływ cyfrowej komunikacji marketingowej na angażowanie się w markę i współtworzenie jej wartości przez młodych konsumentów. Gdańsk: Wyd. Politechniki Gdańskiej. Kozinets R. V. (2012). Netnografia. Badania etnograficzne online. Warszawa: Wydawnictwo Naukowe PWN. Solomon, M. R. (2010). Consumer behaviour: A European perspective. Pearson education. Sobczyk, G. (2018). Zachowania konsumentów wobec nowych trendów konsumpcji-wyniki badań. Annales Universitatis Mariae Curie-Skłodowska, Sectio H Oeconomia, 52(1), 171-180.	
	Supplementary literature	Barker M.S., Barker D.I., Bormann N.F., Zahay D., & Robert M.L. (2017). Social Media Marketing. A Strategic Approach. 2nd Edition. Kotler, P., Keller, K. L., Manceau, D., & Dubois, B. (2016). Marketing Management, 15e Ed. New Jersey: Pearson Education.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	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.		
Work placement	Not applicable		

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