



Subject card

Subject name and code	MARKET PARTICIPANT'S BEHAVIOR, PG_00071121						
Field of study	Economic Analytics						
Date of commencement of studies	October 2026	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	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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. inż. Magdalena Brzozowska-Woś					
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	30.0	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	3.0		52.0	100	
Subject objectives	preparation for the analysis and application of market behavior and organization based on theories and assumptions about market entities, using available sources of information and market research methods, as well as shaping the application applicable to controlling lifelong learning strategies in the context of changing market conditions.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[K6_W06] understands and applies methods for classifying and evaluating acquired information based on advanced general and specialized knowledge, with consideration of their application in various types of professional activities.		knows and understands theories and concepts related to the behavior of market participants, as well as methods for classifying and evaluating information used in analyzing market processes.			[SW1] Assessment of factual knowledge [SW3] Assessment of knowledge contained in written work and projects	
	[K6_U02] communicates effectively with others by preparing presentations that use terminology specific to the field of economic analytics, and by evaluating diverse opinions during discussions and debates.		is able to independently acquire and select knowledge about market participants' behavior from reliable sources and present and justify conclusions using appropriate terminology in discussion.			[SU1] Assessment of task fulfilment [SU2] Assessment of ability to analyse information [SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools	
	[K6_K02] is prepared to make competent and ethical decisions to create and maintain economic, social, and environmental values, demonstrating entrepreneurial actions.		is ready to make responsible and ethical decisions related to the analysis of market participants' behavior, taking into account their economic and social impact, while demonstrating initiative in interpreting market phenomena.			[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice	

Subject contents	<p>Course content – lecture</p> <ol style="list-style-type: none"> 1. Introduction to the behavior of market players. 2. Buying and owning products and the consumers' state of existence. 3. Personality, psychographics, and self-image. 4. Customer perception, learning, and memory. 5. Needs, motivation, values. 6. Attitudes and persuasion. 7. The decision-making process of individual consumers. 8. Purchasing and disposing of products. 			
	<p>Course content – laboratory</p> <ol style="list-style-type: none"> 1. Introduction. Defining the business, target audience, and product category. 2. Analysis of the organization's existing website and offerings' alignment with market needs functionality test. 3. Online survey description of the adopted methodology, selection of latent variables, and creation of a theoretical model. 4. Development of the questionnaire. 5. Conducting netnographic research on the brand. 6. Development of a codebook for the survey questionnaire. 7. Conducting individual semi-structured interviews methodology development. 8. Development of the research scenario. 9. Analysis of the obtained information. 10. Answering the research questions. 11. Analysis of data obtained from the online survey. 12. Verification of hypotheses, assessment of model fit indices, and interpretation of the obtained results. 			
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 with open-ended and closed-ended questions	60.0%	60.0%
		Team project task reports	60.0%	40.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Brzozowska-Woś M. (2020). Wpływ cyfrowej komunikacji marketingowej na angażowanie się w markę i współtworzenie jej wartości przez młodych konsumentów. Gdańsk: Wyd. Politechniki Gdańskiej. 2. Kozinets R. V. (2012). Netnografia Badania etnograficzne online. Warszawa: Wydawnictwo Naukowe PWN. 3. Solomon, M. R. (2010). Consumer behaviour: A European perspective. Pearson education. 4. 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	<ol style="list-style-type: none"> 1. Barker M.S., Barker D.I., Bormann N.F., Zahay D., & Robert M.L. (2017). Social Media Marketing. A Strategic Approach. 2nd Edition. 2. Kotler, P., Keller, K. L., Manceau, D., & Dubois, B. (2016). Marketing Management, 15e Ed. New Jersey: Pearson Education. 		
	eResources addresses			
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> • 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. 			
Practical activities within the subject	Not applicable			

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