Subject card

Subject name and code	MARKET ANALYSIS, PG_00071139
Field of study	Economic Analytics

Date of commencement of studies	October 2026	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	Part-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 -> Faculties of Gdańsk University of Technology

Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Marta Kuc-Czarnecka
	Teachers	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	9.0	18.0	0.0	0.0	0.0	27
	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	27	3.0	70.0	100

Subject objectives	is to prepare students to conduct market analysis and formulate conclusions supporting business decisions based on knowledge of market mechanisms and analytical methods, as well as to develop attitudes of critical thinking and responsibility in the context of a company operating in a market environment.

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.	is able to obtain and use market data and independently develop knowledge, applying quantitative and qualitative methods to market analysis and interpretation of results.	[SU3] Assessment of ability to use knowledge gained from the subject
	[K6_W01] "demonstrates advanced knowledge and understanding of economic problems, and selects methods for resolving them while taking into account the complex interrelationships among the phenomena being analyzed.	knows and understands at an advanced level economic problems and methods of solving them, taking into account complex relationships between analyzed phenomena, in the context of market structure analysis, demand and supply relationships, competition, and the macro- and micro-environment of the enterprise.	[SW1] Assessment of factual knowledge
	[K6_K03] is prepared to critically assess the knowledge they possess, which is necessary for solving cognitive and practical problems, and to supplement any gaps with opinions from external experts.	is ready to critically evaluate their knowledge in market analysis and complement it with expert opinions, in particular through participation in team projects involving market data analysis, interpretation of results, and formulation of business conclusions and recommendations.	[SK1] Assessment of group work skills [SK2] Assessment of progress of work [SK3] Assessment of ability to organize work [SK5] Assessment of ability to solve problems that arise in practice

Subject contents	Course content – lecture
	1. Market analysis as a tool supporting business decision-making
	2. Methodology of comprehensive market analysis and its stages
	3. Identification of market elements and relationships between supply and demand
	4. Analysis of market structure and the level of competition
	5. Measurement of market size and estimation of market capacity
	6. Analysis of the macroenvironment of a company
	7. Analysis of the microenvironment and competitive conditions
	8. Analysis of customers and their market behavior
	9. Identification of consumer preferences and factors influencing choices
	10. Analysis of competitors and their market strategies
	11. Methods of qualitative and quantitative market research
	12. Focus group research
	Course content – exercises
	1. Preparing market data for analysis and conducting preliminary data exploration
	2. Applying quantitative methods in comprehensive market analysis
	3. Quantitative identification of market elements based on empirical data
	4. Analysis of market structure using concentration indices and market share measures
	5. Estimating market size and capacity using quantitative methods
	6. Market segmentation using cluster analysis techniques
	7. Identifying consumer preferences using statistical methods
	8. Competition analysis using quantitative tools and perceptual mapping
	9. Designing and conducting quantitative market research

Prerequisites and co-requisites	

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Oral examination	60.0%	30.0%
Term paper (report)	60.0%	70.0%

Recommended reading	Basic literature	1. Roszkiewicz, M. (2012). *Metody ilościowe w badaniach marketingowych*. Wydawnictwo Naukowe PWN. 2. Wrzosek, W. (2002). Funkcjonowanie rynku. Warszawa: PWE.
	Supplementary literature	Alridge A. (2006). Rynek. Warszawa: Wydawnictwo SIC!
	eResources addresses	

Example issues/ example questions/ tasks being completed	• Conducting market segmentation based on a provided dataset using cluster analysis and interpreting the resulting segments • Estimating the demand function for a selected product based on empirical data and interpreting price elasticity • Performing conjoint analysis based on survey results to identify consumer preferences and simulate market choices • Assessing market structure by calculating concentration indices and interpreting the level of competitiveness in the analyzed sector
Practical activites within the subject	Not applicable

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