



FACULTY: *Economic and Social Sciences*
COURSE: *Economics*
LEVEL OF EDUCATION: *first-level studies (bachelor)*
FORM OF EDUCATION: *full-time*
PROFILE: practical

SUBJECT CARD (Syllabus)

Subject name: Market Analysis and Marketing Research					ECTS credits: 2	
Lecturer: according to the list of lecturers and the schedule of classes						
Year: 3	Lectures	Seminars	Laboratory exercises	Exercise	BUNA*	Form of credit*
Semester: 5	0	0	0	24	12	ZO
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic teacher						
The aim of the course: <i>to gain knowledge and practical skills in the field of marketing research, as well as the use of empirical material to describe the phenomena taking place in the market environment of entities, which in turn should serve to optimize the market decisions made.</i>						
Didactic methods: <i>practice with the use of audiovisual techniques, problem discussion, case analysis, term paper – a self-made project.</i>						
Prerequisites: <i>active participation in classes, performing the next stages of recommended tasks to solve on your own.</i>						
No	Subject matter of the classes					
I	LECTUREY: no applicable					
II	SEMINARS: no applicable					
III	LABORATORY EXERCISES: no applicable					
IV	EXERCISES: <ol style="list-style-type: none"> 1. The essence of marketing research and the creation of a marketing information system (SIM). 2. Designing marketing research. 3. Measurement of secondary sources and measurement of primary sources. 4. Pre-based empirical material. 5. Areas of market analysis and aanalysis of empirical material using the adopted measurement scales. 6. Inference and reporting based on the collected and developed empirical material. 					
V	BUNA: <ol style="list-style-type: none"> 1. Advantages and disadvantages of measurements from secondary and primary sources. 2. Stages, scope and significance of the research project. 3. Selected areas of analysis of market phenomena – (time, space, dependence, etc.). 					
Learning outcomes						
Directional effects – symbol and specification				Objective effects – specification		
in the field of <u>KNOWLEDGE:</u>						
P6U_W	P6S_WG	E1_W01 Has a comprehensive knowledge of the place of economics in the system of sciences, its character, methodology and			Has knowledge of elements related to the marketing orientation of entities on the market and the need to study characteristic areas of market activity.	



		related to other scientific disciplines, knows and understands the basic terminology of economic sciences along with the application of this practical knowledge in business activities.		
P6U_W	P6S_WGP6S_WK	E1_W03 Identifies mutual relations between phenomena, entities, structures and economic institutions on a microeconomic and sectoral scale, both in real and monetary terms, including in the field of selected specialization in the field of economics. He knows how to put this knowledge into practice.	Discusses relations related to the development of business activity determined by the calculations of competitors, customers and other market participants.	
P6U_W	P6S_WG	E1_W04 Knows and understands at an advanced level the application of selected mathematical, statistical methods and IT tools for the collection, analysis and presentation of economic and social data and their practical application in professional activities.		
P6U_W	P6S_WG	E1_W07 Has the knowledge necessary to conduct business, explains and illustrates the importance of norms and rules (legal, technical-organizational, moral, ethical) organizing the structures and		Presents ethical requirements related to the implementation of measurement and analysis, especially with regard to data protection and raising sensitive issues in research.



		institutions of economics. Knows and understands selected facts, objects, phenomena, as well as complex relationships between them.	
P6U_W	P6S_WG P6S_WK	E1_W08 Has knowledge of the processes of development and transformation of entities, institutions and economic structures; recognizes the essence and determinants of entrepreneurial activities and the importance of innovation in building knowledge-based competitiveness	Characterizes the possibilities and consequences of building and using SIM (Marketing Information System) for the development of market entities.
in terms of SKILLS:			
P6U_U	P6S_UW	E1_U01 Is able to correctly observe and interpret economic phenomena and economic processes in the context of legal, technological, political and cultural changes.	Is able to observe and interpret phenomena related to the market behavior of entities. Can make market analysis. Uses knowledge about the behavior of market entities, effectively and efficiently collects market data, analyzes it and describes it in relation to specific market situations. Participates in discussion groups, developing directions and guidelines related to the preparation of marketing research projects, the implementation of pilot measurements and the improvement of comprehensive basic research.
P6U_U	P6S_UW	E1_U02 Is able to use his theoretical knowledge and effectively and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	
P6U_U	P6S_UK P6S_UW P6S_UO	E1_U07 Can collaborate with others as part of teamwork or as a leader; takes a step in the analysis and evaluation of alternative solutions to economic problems and selects methods and instruments that allow rational resolution and optimization of them.	



in the field of SOCIAL COMPETENCES:			
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts in case of difficulty in solving the problem on his own.	<p>Understands the need to supplement knowledge of the essence of market research. Shows awareness of the importance of the market economy for the socio-economic development of the region and the country.</p> <p>Designs marketing research in cooperation with the team with respect for socio-cultural, ethical and legal norms. Appropriately sets priorities for market analysis. Identifies the roles of social needs in creating the company's assortment offer.</p> <p>Is empathetic and assertive to the issues taken into account in the implemented market research. Recognizes the deliberate creation of consumer behavior by economic entities.</p>
P6U_K	P6S_KO P6S_KR	E1_K02 Is able to actively cooperate in teams, including international ones, and take on various roles with respect for social, cultural and legal norms, and perform responsible roles in the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the whole team.	
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them yourself.	

Ways to verify the outcome of this learning (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)

Effects(symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Activity in class	Participation in discussion	Individual project	Group project
E1_W01, E1_W03, E1_W04, E1_W07, E1_W08			X			X		X	X		
E1_U01,			X		X	X		X	X		



E1_U02, E1_U07											
E1_K01, E1_K02, E1_K03,								X	X		
Form and conditions of passing the subject: Implementation of a project made independently, credit based on closed courses.											
The student's workload needed to achieve learning outcomes in hours and ECTS credits											
Contact hours with an academic teacher											
Types of classes										Number of hours	
Participation in lectures											
Participation in seminars											
Participation in exercises										24	
Participation in laboratory classes											
Consultations (2 hours for the lecture, 1 hour for one training group, conv., sem.)											
Sum of										24	
Student's own work divided into time (examples of student work forms)											
Form of student work										Number of hours	
Preparing for classes										8	
Writing a paper/project/essay											
Gathering materials and preparing presentations										5	
Self-reading										17	
Preparing for colloquia/tests										6	
Preparing for the written/oral exam in a subject											
Preparation for written/oral credit in a subject											
Sum of										36	
Total (contact hours + student's own work)										60	
										2 ECTS	
1.including the number of ECTS credits for contact hours with the direct participation of an academic teacher										0.5 ECTS	
2.including the number of ECTS credits for hours carried out in the form of independent work										1.5 ECTS	
Classes with a practical profile											
Types of classes						Number of hours					
Participation in laboratory exercises						24					
Preparing for practical credit						36					
Sum of						60					
Number of ECTS credits for practical classes						2 ECTS					
Basic literature: (up to 3 items)											
1. V. Kumar, International Marketing Research, Springer, Berlin 2024.											
2. Ch. Hackley, Qualitative Research in Marketing and Management, Taylor & Francis Ltd, Abingdon-on-Thames 2024.											
Supplementary literature: (up to 5 items)											
1. V. Kumar, Marketing Research: New Methodology, Vibrant Publishers, Broomfield 2024.											
Acceptance of the Vice-Rector:											