

Title (Analiza rynku)	Code 10111053410111401418
Field Management - Part-time studies - Second-cycle studies	Year / Semester 2 / 4
Specialty -	Course elective
Hours Lectures: 1 Classes: 10 Laboratory: - Projects / seminars: -	Number of credits 2
	Language polish

Lecturer:

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Status of the course in the study program:

elective, 2 year/4 semester

Assumptions and objectives of the course:

Acquiring knowledge and skills of conducting market analysis at the micro and macro level

Contents of the course (course description):

The balance of the market. Models of the market. Place of the market mechanism in economic processes. Analysis of absorptency and capacity of the market. Place and role of information management. Decisions under uncertainty and risk, as the main theme of market analysis. Sources of information used in the analysis of the market. Analysis of the behavior of buyers. Criteria for segmentation. Analysis of trend and seasonality. Methods for market analysis (structural-conjunctural; econometric "Marketing" heuristic "taxonomic). Decision-making system in the economy. The analysis of market dynamics for decision-making businesses. Modelling and forecasting of market phenomena. Spatial analysis of the market

Introductory courses and the required pre-knowledge:

Knowledge from the basics of marketing and marketing research

Courses form and teaching methods:

Lecture supported by audiovisual means
exercise of the chosen methods of market analysis developed in the thematic pages for each class topics.

Form and terms of complete the course - requirements and assessment methods:

Exercises ? development of a set of exercises based on the thematic pages for each class topics.
Lecture ? test

Basic Bibliography:

Additional Bibliography:

