

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Market Analysis</b>		Code <b>1011105341011140193</b>
Field of study <b>Management - Part-time studies - Second-cycle</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>2 / 4</b>
Elective path/specialty <b>Interpersonal Communication Engineering</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>elective</b>
Cycle of study: <b>Second-cycle studies</b>	Form of study (full-time, part-time) <b>part-time</b>	
No. of hours Lecture: <b>10</b> Classes: <b>10</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>2</b>
Status of the course in the study program (Basic, major, other) <b>(brak)</b>		(university-wide, from another field) <b>(brak)</b>
Education areas and fields of science and art <b>social sciences</b>		ECTS distribution (number and %) <b>2 100%</b>
<b>Responsible for subject / lecturer:</b>  dr inż. Marek Goliński email: marek.golinski@put.poznan.pl tel. +48 61 665 34 03 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	The student has basic knowledge from marketing and marketing research
2	<b>Skills</b>	A student is able to interpret and describe the factors that affect the market mechanism of efficient functioning of the enterprise.
3	<b>Social competencies</b>	A student is able to analyze and effectively use marketing tools affecting the enterprise's actions.
<b>Assumptions and objectives of the course:</b> Acquiring the knowledge and skills of conducting market analysis at the micro and macro level.		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
1. The student has knowledge of the importance and interrelationships of components that are involved in the market exchange - [K2A_W01]		
2. The student knows the basic terminology related to market analysis. - [K2A_W05]		
3. The student knows and understands the place and role of information in management and the importance of decision making under uncertainty and risk. - [K2A_W08]		
4. The student has knowledge of the techniques and methods used in market analysis. - [K2A_W10]		
<b>Skills:</b>		
1. Student can identify factors and their relationships that affect market functioning of the enterprise (market models). - [K2A_U01]		
2. The student is able to classify the methods and techniques of market analysis with regard to specificity of industry of enterprise including product range and target group of customers. - [K2A_U06]		
3. The student is able to make an economic assessment of the decisions taken in the field of market analysis. - [K2A_U07]		
4. The student is able to apply the techniques and methods for effective market analysis. - [K2A_U08]		
<b>Social competencies:</b>		

1. The student becomes aware of the need for continuous further training in issues of marketing, particularly in the area of market analysis - [K2A\_K01]
2. The student is aware of the significance of the decision in the area of market analysis and their impact on the behavior of buyers and consequently, the functioning of enterprise - [K2A\_K02]
3. The student is able to use the ability to analyze information to make the right decisions both for professional use as well as personal life. - [K2A\_K05]
4. The student is able to analyze the factors that affect minimization of uncertainty and risk in decision making both for professional use as well as personal life. - [S2A\_K06]
5. Student is able to use modern information and communication technologies both for professional use as well as personal life in a conscious and effecting way. - [S2A\_K07]

<b>Assessment methods of study outcomes</b>		
Exercise - evaluation of a set of "task description cards"		
lectures - a written examination		
<b>Course description</b>		
The balance of the market. Models of the market. Place of the market mechanism in economic processes. Analysis of absorbency 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.		
<b>Basic bibliography:</b>		
1. Analiza rynku, Mruk H, PWE, Warszawa, 2002		
2. Badania marketingowe w praktyce, Karcz, K., Z. Kędzior, PWE, Warszawa, 2007		
<b>Additional bibliography:</b>		
1. Badania marketingowe. Podstawy metodologiczne, Churchill G.A, PWN, Warszawa, 2002		
2. Zarządzanie nowymi produktami, Goliński M Wydawnictwo Politechniki Poznańskiej, Poznań 2012.		
<b>Result of average student's workload</b>		
Activity	Time (working hours)	
1. Lectures	10	
2. Preparing to pass of the lecture	15	
3. Classes	10	
4. Preparation to pass classes	10	
5. Consultation of classes	5	
<b>Student's workload</b>		
Source of workload	hours	ECTS
Total workload	50	2
Contact hours	25	1
Practical activities	10	1