| Course title | Market Research and Analysis for Logistics and Mobility | | ECTS code | 14.3.EE.SZ.3592 |
|---|---|---|---|---|
| | | | ECTS credits | 3 |

| Name of unit administrating study | KRT | Field of study | Economics | Field of specialisation | L&M; |
|---|---|---|---|---|---|

| Teaching staff | Aleksander Jagiełło, Ph.D. |
|---|---|

### Number of hours

| Lectures | 15 | Classes | 15 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 |
|---|---|---|---|---|---|---|---|---|---|---|---|

| Forma aktywności | | Year&Type of studies* | 1 SS2, |
|---|---|---|---|
| Hours with the participation of the academic teacher (including office hours, exams, others): | | Semester: | 1, |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | Type of course: | obligatory |
| Total number of hours: | 0 | Language of instruction: | English |

| Teaching form | in-class learning |
|---|---|
| Teaching methods | Lectures including multimodal presentations, Discussion, questioning, Individual projects, Collaborating, group activities, Case studies, |

### Prerequisites (required courses and introductory requirements)

| Required courses | Marketing |
|---|---|
| Introductory requirements | knowledge of basic marketing research issues, knowledge of basic marketing issues |

### Assessment method, forms and criteria

| Assessment method | Exam |
|---|---|
| Assessment criteria | 5,0 - 91% and more 4,5 - 81%-90% 4,0 - 71%-80% 3,5 - 61%-70% 3,0 - 51%-60% 2,0 - 50% and less |

### Course objectives

The student knows the methodology of market and marketing research

The student has the ability to design and conduct marketing and market research

The student understands the process of marketing and market research

The student understands the impact of information on management decisions

The student has the ability to interpret the research results and to present the results

The student knows the principles of analyzing the TSL market

The student has the ability to independently assess the TSL market

### Learning outcomes

| Knowledge | E2_W03 | has an in-depth knowledge of relations between economic phenomena, entities and transport companies as well as public institutions |
|---|---|---|
| | E2_W06 | knows statistical and econometric methods and tools for description of economic structuresof transport companies |
| | E2_W08 | knows methods of marketing research |

### Verification of learning outcomes - Knowledge

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|---|---|---|---|---|---|---|---|---|---|---|---|
| E2_W03 | X | | | | | | | X | X | | |
| E2_W06 | X | | | | | | | X | X | | |
| E2_W08 | X | | | | | | | X | X | | |

| Skills | | |
|---|---|---|
| | E2_U01 | can creatively interpret and explain economic and social phenomena and relations between them |
| | E2_U02 | can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods |
| | E2_U03 | can analyse causes and course of economic and social processes and phenomena, formulate his/her own opinions on the subject, construct research hypotheses, and select and apply methods of their verification |
| | E2_U04 | can forecast complex economic and social processes using quantitative and qualitative methods |

| Verification of learning outcomes - Skills |
|---|

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|---|---|---|---|---|---|---|---|---|---|---|---|
| E2_U01 | X | | | | | | | X | X | | |
| E2_U02 | X | | | | | | | X | X | | |
| E2_U03 | X | | | | | | | X | X | | |
| E2_U04 | X | | | | | | | X | X | | |

| Attitudes | E2_K05 | correctly identifies, diagnoses and solves dilemmas and alternative solutions |
|---|---|---|

| Verification of learning outcomes - Attitudes |
|---|

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|---|---|---|---|---|---|---|---|---|---|---|---|
| E2_K05 | X | | | | | | | X | X | | |

| Course contents |
|---|

1) Designing marketing and market research

Specifics of market and marketing research

The differences in the information needs of TFL companies

Methods of sampling from a population

2) Instruments used in research

Construction of measurement tools

Questionnaire construction

3) Data collection methods in market researchInterviewsSurveysOther methods

4) Analysis of the market environment of TFL companies

Specifics of the market environment of TFL companies

Identification of trends

Scenario methods

5) Market analysis for TFL sector

Evaluation of the market size

Evaluation of market capacity

Competitive market analysis

6) Analysis of the market situation of TFL companies

Assessment of the company's market position

Assessment of the competitiveness of the company

Evaluation of the enterprise's development potential

7) Impact of marketing-mix on the TFL market

Service research

Price research

Distribution research

Study on promotion

| Recommended reading lists |
|---|

Basic:

1. A. C. Burns, Ann F. Veeck, Marketing research, 9th Edition, Pearson 2020.

2. D. Maison, Qualitative Marketing Research. Understanding Consumer Behaviour, Routledge 2019.

Additional:

3. Barry J. Babin, William G. Zikmund, Exploring Marketing Research, Cengage Learning, 2015.

4. Robert J. Kaden, Guerrilla Marketing Research: Marketing Research Techniques That Can Help Any Business Make More Money, Kogan Page, London and Philadelphia, 2006.

5. Naresh K. Malhotra, David F. Birks: Marketing Research: An Applied Approach 3rd Edition, Trans-Atlantic Publications 2008.

6. Wołek M., Jagiełło A., Wolański M., Multi-criteria analysis in the decision-making process on the electrification of public transport in cities in Poland: a case study analysis. Energies, 2021

| Contact | aleksander.jagiello@ug.edu.pl, |
|---|---|

\* SS1- undergraduate studies   \* SS2 - graduate studies   \* SDang - doctoral studies
\*\* MSG - International Economic Relations