

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												
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 structures of 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									
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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 research
 - Interviews
 - Surveys
 - Other 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

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations