

Subject card

Subject name and code	Data Analysis in Marketing, PG_00177936						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	4	ECTS credits			5.0		
Learning profile	academic	Assessment form			exam		
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Anna Młynkowiak-Stawarz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	45.0	0.0	0.0	0.0	60
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	60		4.0		61.0	125
Subject objectives	<p>The aim of the course is to equip students with advanced knowledge and practical skills related to data analysis in the context of marketing activities. Students will learn to apply modern analytical tools to interpret data concerning consumer behavior, the effectiveness of marketing campaigns, and market trends.</p> <p>Upon completion of the course, students will be able to:</p> <ul style="list-style-type: none"> · Effectively acquire, organize, and analyze marketing data; · Interpret analytical results to make informed business decisions; · Use predictive analytics to optimize marketing strategies; · Operate tools such as Google Analytics, CRM systems, BI platforms, and big data techniques; · Understand the role of data analysis in strategic decision-making and market trend forecasting. 						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U03] Students can obtain and verify data from selected sources, present and analyze economic processes and phenomena.	The student collects, organizes, and presents data from various sources, using it to analyze and visualize marketing processes and consumer behavior.	[SU2] presentation/project/paper/report
	[ZARZMU2_U04] The student can effectively select, use, adapt, or create methods and tools from management, quality sciences, economics, and finance for decision-making.	The student selects and modifies data analysis methods, adapting them to the specific nature of decision-making problems in the field of marketing.	[SU2] presentation/project/paper/report
	[ZARZMU2_U12] The student can use technologies and IT systems (including advanced ones) to support the execution of management-related tasks.	The student uses advanced IT tools for processing, analyzing, and presenting marketing data in the context of practical managerial tasks.	[SU2] presentation/project/paper/report
	[ZARZMU2_W05] The student possesses a thorough understanding of advanced methods and techniques for acquiring, developing, and utilizing data in complex decision-making and management processes.	The student explains and interprets advanced methods of data collection and processing used in marketing analysis for complex managerial decision-making.	[SW4] test/exam - oral or written
Subject contents	<ol style="list-style-type: none"> 1. The Value of Data in Marketing and Its Applications 2. Structure and Sources of Marketing Data 3. Formulating Marketing Problems and Planning the Analysis 4. Exploratory Data Analysis 5. Customer Segmentation Based on Data 6. Customer Lifetime Value Measurement 7. Conjoint Analysis and Discrete Choice Modeling 8. Measuring the Effectiveness of Marketing Activities 9. Text Data and Customer Opinion Analysis 10. Social Media Data Analysis 11. Predictive Models and Advanced Analytical Techniques 12. Data Storytelling and Reporting of Results 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	70.0%
		51.0%	30.0%
Recommended reading	Basic literature	<p>Mazurek-Łopacińska, K. (red.) (2025) Badania marketingowe. Metody, nowe technologie i zastosowania w zarządzaniu przedsiębiorstwem. Warszawa: Wydawnictwo Naukowe PWN.</p> <p>Popławski, W., Skawińska, E. (red.) (2020). Badania marketingowe w zarządzaniu organizacją. Warszawa: Polskie Wydawnictwo Ekonomiczne.</p>	

	Supplementary literature	<p>Wilke, C.O. (2023) Podstawy wizualizacji danych. Zasady tworzenia atrakcyjnych wykresów. Gliwice: Helion</p> <p>Knaflic, C.N. (2021) Storyteling danych. Poradnik wizualizacji danych dla profesjonalistów. Gliwice: Helion</p> <p>Winston, W.L. (2020) Analiza marketingowa. Gliwice: Helion</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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