

Subject card

Subject name and code	Consumer Behavior, PG_00195019						
Field of study	Sport Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2028/2029		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study 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	3	Language of instruction			Polish		
Semester of study	5	ECTS credits			5.0		
Learning profile	academic	Assessment form			exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	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		2.0		63.0	125
Subject objectives	The aim of the course is to familiarize students with the theory and practice of consumer behavior on the market, to identify the factors determining behavior, to present scientific concepts and models explaining consumer behavior, in terms of the achievements of modern marketing.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_W04] Has advanced knowledge and understanding of the roles, places, and behaviours of people in organisations and in the sports market—at the individual, group, and organisational levels.	Knows and understands the advanced mechanisms of consumer (fans, participants, buyers) decision-making processes and knows how they influence rational resource management in organizations within the sports market	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZSSML3_U02] Can identify problems related to the functioning of an organisation, especially the sports market, the processes carried out within it, and its relations with the environment, and propose appropriate solutions.	Is able to identify problems in the operations and financial performance of sports organizations resulting from a lack of understanding of consumer behavior dynamics, and propose appropriate solutions (e.g., in the area of communication or offerings)	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[ZSSML3_W06] Has advanced knowledge and understanding of the principles of rational decision-making in relation to specific resources, functional areas within an organisation, processes, and levels of management, particularly in the context of the sports market organisation.	Possesses in-depth knowledge of how consumer behavior analysis determines rational decision-making in specific functional areas (e.g., marketing, sales, customer service) of sports organizations	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZSSML3_W03] Has advanced knowledge and understanding of the nature and dynamics of the relationship between an organisation, particularly one operating in the sports market, and its stakeholders, as well as the phenomena, processes, and connections in the organisation's environment and their impact on its functioning.	Has an advanced knowledge and understanding of the psychological, social, and cultural determinants of consumer behavior, and knows how these phenomena shape the dynamics of relationships between an organization (particularly a sports organization) and its key stakeholders (fans, customers, sponsors).	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZSSML3_U06] Can use and integrate knowledge in management and quality sciences, as well as in economics and finance, to resolve dilemmas and solve complex management problems arising in professional work, primarily in the sports market.	It can predict and simulate consumer behavior in consumer markets using methods and tools used in marketing	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
Subject contents	<ol style="list-style-type: none"> 1. essence of consumer behavior 2. models of consumer behavior 3. determinants of consumer behavior 4. psychological factors conditioning consumer behavior 5. social aspects of consumer behavior 6. perception of stimuli by the consumer in the communication model 7. consumer behavior in digital media 8. behavior of institutional consumers 9. management of knowledge about consumers 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	51.0%	45.0%
	exam	51.0%	55.0%
Recommended reading	Basic literature	D. Maison, K. Stasiuk, Psychologia Konsumenta, PWN Warszawa 2014 Z. Sethna, J. Blyth, Consumer Behaviour, Sage, London, 2016 Zachowania konsumentów, red. M. Bartosik-Purgat, PWN Warszawa 2017 M. Lindstrom, Buyology, Znak 2009	
	Supplementary literature	T. Tyszka, A. Falkowski, Psychologia zachowań konsumenckich, GWP, Gdańsk 2000	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>t the psychological determinants of consumer behavior,</p> <p>- discuss Lindstrom's model of behavior</p>		
Work placement	Not applicable		

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