

Subject card

Subject name and code	Market Research and Analysis for Logistics, PG_00209078						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		3.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Krzysztof Grzelec, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	30.0	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		0.0		15.0	75
Subject objectives	The student learns the methodology of market and marketing research for the needs of logistics companies.The student acquires the ability to design and conduct marketing and market research.The student understands the process of marketing and market research and the impact of information on the management decisions of logistics companies.The student acquires the ability to interpret research results and present the results.The student learns the principles of conducting transport & logistics market analysis.The student acquires the ability to independently assess the logistics market.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_U04] can forecast and model complex economic and social processes using quantitative and qualitative methods and tools developed by economic sciences (including statistics and econometrics)	Ability to use marketing and market research tools and methods.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONMU2_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 based on the achievements of economic and social sciences	Ability to select appropriate methods and tools for marketing and market research in relation to the transport and logistics sector.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONMU2_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	Ability to design marketing and market research.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONMU2_W03] has a knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	The ability to define and solve problems from an interdisciplinary perspective in relation to the transport and logistics market.	[SW1] oral statement/conversation/discussion
	[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	Ability to analyze processes taking place in transport and logistics enterprises and their environment using marketing and market research tools and methods.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONMU2_K05] correctly identifies, diagnoses and solves advanced dilemmas and alternative solutions related to the profession	Ability to identify, diagnose and resolve dilemmas related to performing a profession using transport and logistics market research tools.	[SK1] oral statement/conversation/discussion
	[EKONMU2_W06] has an in-depth understanding of statistical and econometric methods and tools for describing and modelling macro- and microeconomic economic structures and public institutions, as well as the processes taking place within them.	The student uses an example to perform selected statistical data analysis.	[SW5] implementation of a problem task
	[EKONMU2_U01] can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences	Ability to interpret the results of marketing and market research in relation to the transport and logistics sector.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report

Subject contents	1) Designing Marketing and Market Research for Logistics Enterprises [Specifics of Market and Marketing Research. Information Needs of Enterprises. Sample Selection] 2) Instruments Used in Logistics Research [Design of Measurement Tools. Questionnaire Design] 3) Data Collection Methods [Interviews. Surveys. Other Methods] 4) Methods of Processing and Analyzing Research Data 5) Analysis of the Market Environment of Logistics Enterprises [Specifics of the Market Environment of Logistics Enterprises. AHP Analysis. Scenario Methods] 6) Market Analysis for Logistics Enterprises [Market Size Assessment. Market Capacity Assessment. Market Competition Assessment] 6) Analysis of the Market Situation of a Logistics Enterprise [Assessment of the Market Position of the Enterprise. Assessment of the Enterprise's Competitiveness. Assessment of the Enterprise's Development Potential] 8) Research on the Impact of Marketing Instruments on the Market [Service Research. Price Research. Distribution Research. Promotion Research] Consultations: Individual and team consultations on prepared marketing research projects. Personal contact and MS Teams.		
Prerequisites and co-requisites	Knowledge of basic economic issues, knowledge of basic marketing issues.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	60.0%	100.0%
Recommended reading	Basic literature	K. Mazurek-Łopacińska, Badania marketingowe. Teoria i praktyka, Wydawnictwo Naukowe PWN, Warszawa 2016E. Skawińska, W. Popławski Badania marketingowe w zarządzaniu organizacją, Wydawnictwo Naukowe PWN, Warszawa2020 K. Grzelec, Marketing Research in Public Transport in Acheving Sustainable Mobility Goals. UG Press, 2025. M. Wolek, A. Jagiełło, M. Wolański, Jak analizować efektywność finansową i ekonomiczną napędów alternatywnych?Biuletyn Komunikacji Miejskiej, 2018	
	Supplementary literature	J. Twaróg, Mierniki i wskaźniki logistyczne, Instytut Logistyki i Magazynowania, Poznań 2005 M. Frankowska, M. Jedliński, Efektywność systemu dystrybucji, Warszawa: Polskie Wydawnictwa Ekonomiczne, 2011 K. M. Staszyńska, Marka, Konsument, Badacz. Spotkania na rynku, Wolters Kluwer Polska, 2021 K. Grzelec, Using the results of marketing research on transport preferences and behaviors in the urban transport market - the example of the Gdańsk agglomeration. Marketing and Market No. 5, 2024 M. Wolek, A. Jagiełło, M. Wolański, Multi-criteria analysis in the decision-making process on the electrification of publictransport in cities in Poland: a case study analysis. Energies, 2021	
	eResources addresses		

Example issues/ example questions/ tasks being completed	Stages of the marketing research processSampling methodsInstruments used in research for logistics purposesScenario methodsMarket size assessment.Market capacity assessment.Methods of assessing competition on the market
Work placement	Not applicable

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