

Title of Course	Market and Consumer Analysis		
Semester	Autumn/Spring		
Teaching Hours per Course:	Total	- Lectures:	- Tutorials:
	30	15	15
ECTS Credits	2		
The content of education			
Aims of Course	The aim of the course is to present the basic issues in the field of selected elements of the theory of consumption and the market, market research methodologies and changes in the consumption of selected goods and services in Poland and other countries.		
Program	<p>Lectures (topics) 1. Market, consumer and consumption - concepts, classifications. 2. Importance of consumption in economic processes. Sources of information about the consumer and the market. 3. Household and enterprise as subjects of the consumption sphere. 4. Functions and regularities of consumption. 5. Internal determinants of consumer behavior. 6. External determinants of consumer behavior. 7. Typologies of consumers. 8. Consumption styles of various socio-economic and demographic groups. 9. Characteristics of the consumer's decision-making process. 10. Differentiation of the level, quality and standard of living of the population in Poland and other EU countries. 11. Problems and methods of measuring consumption. 12. Methods of researching consumer behavior on the market. 13. Trends in consumer market behavior - part. 1. Globalization of consumption, consumerism, greening of consumption, consumer ethnocentrism. 14. Trends in consumer market behavior - part. 2. Virtualization of consumption, home-centralization of consumption, ritualization of consumption, servitization of consumption. 15. Consumer protection.</p> <p>Tutorials (topics) 1. Consumer needs and preferences. 2. Household budgets - a source of data on the consumer, household and consumption. 3. Income and expenses in households. Analysis of the components affecting household income and the structure of household expenses. 4. Disposable income of the population in different types of households. 5. Size and structure of expenses in different types of households. 6. Food needs in personal finances in Poland and other EU countries. 7. Consumer on the market of durable goods - equipping households with durable goods. 8. Servicization of consumption in Poland and other EU countries. 9. Recreational and cultural needs in household finances. 10. Expenditure on education in households. 11. Differentiation of expenditure on catering and hotel services in households. 12. Saving and investing in households. 13. Trends in consumption development.</p>		
Conditions of completion	Formative assessment: written test (60%), project execution (40%).		
Teacher	Marlena Piekut		