



UNIwersYTET
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W POZNANIU

Market, Brand and Target Group Analysis for Organisation

Educational subject description sheet

Basic information

Study programme Governance of Organizations		Didactic cycle 2024/25	
Speciality -		Subject code 31GORS.12N.02358.24	
Organizational unit Collegium Polonicum Słubice		Lecture languages English	
Study level First-cycle programme		Course type Elective	
Study form Full-time		Block Subjects not assigned	
Education profile General academic			
Subject coordinator	Paweł Łokić		
Lecturer	Paweł Łokić		
Period Semester 2	Activities and hours • Classes: 30, Graded credit		Number of ECTS points 6

Goals

Code	Goal
C1	Familiarizing students with the basic parameters of market analysis, brands and target groups for the needs of various organizations operating in the public space.
C2	Providing knowledge about the most popular analytical methods regarding the assessment of the initial situation of organization, it's market environment and the image and brand evaluation.
C3	Developing the ability to independently conduct market analyzes and to draw conclusions from the conducted analytical activities.
C4	Developing the ability to forecast and apply the organization development strategy based on the collected analytical data.

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			
W1	Skilfully diagnose basic challenges in the field of initial situation analysis, have a basic knowledge about definitions of market, brand and target group for organisation.	GOR_K1_W02, GOR_K1_W03	Project, Multimedia presentation
W2	Can interpret the data collected during the analysis and draw conclusions from them important in the process of planning development and communication strategies.	GOR_K1_W04, GOR_K1_W11	Project, Multimedia presentation
W3	Effectively uses the methods of market, brand and target groups analysis and provides strategics for further organisation development emerging from constituted conclusions of analysis.	GOR_K1_W11, GOR_K1_W12	Project, Multimedia presentation
W4	Knows the challenges of contemporary organization communication in the new media environment and is able to adapt the use of individual communication platforms to achieve the organization's goals.	GOR_K1_W06, GOR_K1_W11, GOR_K1_W12	Project, Multimedia presentation
W5	Is able to present a results of his analysis using professional methods of presentation and professional terminology including taking a part in a debate on provided conclusions.	GOR_K1_W10	Project, Multimedia presentation
Skills - Student:			
U1	Effectively collects an important data and knowledge about market environment of organisation using most popular methods of analysis.	GOR_K1_U01, GOR_K1_U02, GOR_K1_U08	Project, Multimedia presentation
U2	Can interpret the data collected during the analysis and draw conclusions from them important in the process of planning development and communication strategies.	GOR_K1_U02, GOR_K1_U08	Project, Multimedia presentation
U3	Effectively uses the methods of market, brand and target groups analysis and provides strategics for further organisation development emerging from constituted conclusions of analysis.	GOR_K1_U05, GOR_K1_U08	Project, Multimedia presentation

Code	Outcomes in terms of	Learning outcomes	Examination methods
U4	Knows the challenges of contemporary organization communication in the new media environment and is able to adapt the use of individual communication platforms to achieve the organization's goals.	GOR_K1_U08	Project, Multimedia presentation
U5	Is able to present a results of his analysis using professional methods of presentation and professional terminology including taking a part in a debate on provided conclusions.	GOR_K1_U06, GOR_K1_U11, GOR_K1_U12	Project, Multimedia presentation
Social competences - Student:			
K1	Skilfully diagnose basic challenges in the field of initial situation analysis, have a basic knowledge about definitions of market, brand and target group for organisation.	GOR_K1_K01	Project, Multimedia presentation
K2	Can interpret the data collected during the analysis and draw conclusions from them important in the process of planning development and communication strategies.	GOR_K1_K01	Project, Multimedia presentation
K3	Effectively uses the methods of market, brand and target groups analysis and provides strategics for further organisation development emerging from constituted conclusions of analysis.	GOR_K1_K01	Project, Multimedia presentation

Study content

No.	Course content	Subject learning outcomes	Activities
1.	Basic concepts in the field of organization analysis – market, reference groups, stakeholders, brand.	W1, K1	Classes
2.	Baseline analysis methods – SWOT, TOWS, PEST.	W2, W3, U1, U2, U3, K2, K3	Classes
3.	Analysis of the market environment and its significance for individual sectors of the economy.	W1, W3, U1, U3, K1, K3	Classes
4.	Brand as an organization resource – types of brands, brand building strategies.	W1, W2, W3, U2, U3, K1, K2, K3	Classes
5.	Competition mapping as a method of planning a communication strategy.	W3, W4, U1, U3, U4, K3	Classes
6.	Comprehensive strategic planning of the organization – presentation of the results of the analysis, recommendations for the future.	W3, W4, W5, U3, U4, U5, K3	Classes
7.	Organizational awareness levels and processes of building them in particular target groups.	W2, W3, W4, U2, U3, U4, K2, K3	Classes
8.	New media in organizational communication – meaning, applications, usability.	W1, W4, U4, K1	Classes

Additional information

Activities	Teaching and learning methods and activities
Classes	Lecture with a multimedia presentation of selected issues, Discussion, Case study, Workshop method, Activating method - "brainstorming", Activating method - SWOT analysis, Activating method - decision tree, Activating method - the "snowball" method, Activating method - constructing "mind maps"

Activities	Credit conditions
Classes	<p>The student gets credit, if:</p> <ol style="list-style-type: none"> 1. is present in class (two unexcused absences are possible). 2. makes a multimedia presentation. The presentation spans approximately 15 minutes and showcases a selected case study. 3. prepares a project. The project is executed in groups or individuals, presented in class, and subsequently evaluated. The project is constructed utilizing techniques discussed during the course. Students apply the tools they have learned. <p>Assessment criteria in accordance with AMU in Poznan's grading system:</p> <p>Very good (bdb; 5,0): excellent knowledge, very well mastered skills and well-developed personal and social competences;</p> <p>Good plus (+db; 4,5): in-depth knowledge, well-learned skills and well-developed personal and social competences;</p> <p>Good (db; 4,0): good knowledge, well-learned skills and well-developed personal and social competences;</p> <p>Satisfactory plus (+dst; 3,5): satisfactory knowledge, skills and personal and social competences;</p> <p>Satisfactory (dst; 3,0): basic knowledge, acquired the most important skills and developed basic personal and social competences;</p> <p>Unsatisfactory (ndst; 2,0): unsatisfactory knowledge, uncommon skills and uneducated personal and social competences.</p>

Literature

Obligatory

1. Cheung-Judge M., Holbeche L. (2011). Organization Development: A Practitioner's Guide for OD and HR.
2. Jonsdottir T. (2018). Target Groups Untangled: The Small Business & Entrepreneur's Guide to Finding and Knowing Your Ideal Target Groups.
3. Kapferer J. (2021). The New Strategic Brand Management: Advanced Insights and Strategic Thinking.
4. Porter M. E. (2004). Competitive Strategy: Techniques for Analyzing Industries and Competitors.
5. Register M., Larkin J. (2005). Risk Issues and Crisis Management: A Casebook of Best Practice.
6. Sarsby A. (2016). SWOT Analysis.

Calculation of ECTS points

Activities	Activity hours*
Classes	30
Preparation for classes	45
Reading the indicated literature	45
Preparation of a project	30
Preparation of a multimedia presentation	30

Student workload	Hours 180
Number of ECTS points	ECTS 6

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
GOR_K1_K01	The graduate is ready to ability to critically analyse one's knowledge and available sources and information related to the functioning of the organisation and its environment (political, legal, social, economic), and to extend such sources with expert opinions and scientific publications
GOR_K1_U01	The graduate can ability to use of basic theoretical knowledge and collect data to describe, interpret, evaluate, analyse and solve complex and non-typical social problems (political, legal, economic) at domestic and international levels
GOR_K1_U02	The graduate can ability to select and use appropriate methods and tools, including new technologies, to identify and carry out simple tasks related to the functioning of organisations
GOR_K1_U05	The graduate can ability to forecast social processes and phenomena (political, legal, economic) using standard methods and tools relevant in political science
GOR_K1_U06	The graduate can ability to develop oral presentations and participate in debates, in Polish and in a foreign language, on topics related to political science; in the course of such debates the person should be able to discuss specific issues in the field of political science and administration, and to present and evaluate various positions
GOR_K1_U08	The graduate can ability to analyse a selected concept of applicable commercial, civil, tax, criminal, financial or economic laws
GOR_K1_U11	The graduate can ability to interact with other members of the organisation to define and achieve its objectives
GOR_K1_U12	The graduate can ability to use a foreign language at B2 level according to the Common European Framework of Reference for Languages and ability to use terms which enable to participate in discourse on topics related to the functioning of local and international organisations
GOR_K1_W02	The graduate knows and understands advanced understanding of different types of social structures and institutions (political, legal, economic) and their essential elements and principles of functioning
GOR_K1_W03	The graduate knows and understands advanced understanding of the relationship between public structures and institutions in the state and at the international arena
GOR_K1_W04	The graduate knows and understands understanding of basic determinants and challenges of the constitution, management and governance of organisations and institutions, including concepts and principles pertaining to the protection of intellectual property and copyright
GOR_K1_W06	The graduate knows and understands understanding of issues related to the impact of globalisation and scientific and technological progress on socio-political processes and the functioning of organisations (political, legal, economic)
GOR_K1_W10	The graduate knows and understands command of terminology, also in a foreign language, needed to understand and produce different types of written and spoken statements, both formal and informal
GOR_K1_W11	The graduate knows and understands knowledge of factors that determine effective social communication, changes in the social communication market and causes, course, scale and consequences of these changes
GOR_K1_W12	The graduate knows and understands advanced understanding of communication challenges in building and managing teams and organisations