

Course title:	Megatrends in Contemporary Consumer Behavior				
Course title in Polish:	Megatrendy we współczesnych zachowaniach konsumenckich				
Course for discipline:	Quality and Management Sciences				

Semester:	4	Status of course:	faculty	Language:	english
Academic year:		Catalog number:			

Coordinator of course:	dr Alicja Fandrejewska												
Lecturer od course:	dr Alicja Fandrejewska												
Executing unit:	Institute of Management												
Ordering unit:	Doctoral School SGGW												
Assumptions, goals and description of the course:	<p>The course aims to present and analyze key megatrends in contemporary consumer behavior. It provides an interdisciplinary perspective on shifting consumer preferences, taking into account technological, social, and cultural factors, as well as their impact on marketing strategies and business models. Topics:</p> <ol style="list-style-type: none"> <li>1. Sustainable consumption and environmental awareness</li> <li>2. Digitalization and the transformation of e-commerce</li> <li>3. The new ownership model: subscription-based solutions and the sharing economy</li> <li>4. Health, well-being, and the conscious lifestyle</li> <li>5. Hyper-personalization and offline-online convergence (phygital)</li> </ol>												
Didactic form, number of hours:	Classes, 10 hours												
Teaching methods:	Multimedia presentation, discussion, case study												
Limit of people in the group:													
<b>Learning outcomes</b>													
<b>KNOWLEDGE - the graduate knows and understands:</b>	<b>SKILLS - the graduate is able to:</b>		<b>COMPETENCES - the graduate is ready to:</b>										
To the extent enabling to revise the existing pradigms in the field/discipline - the world achievements, gathering theoretical background as well as general and selected detailed issues	Carry out critical assessment of the scientific research findings and expert activities and their contribution to the knowledge development in the field/discipline		Critically evaluate the achievements in the field/discipline represented										
Major general development trends in the field/discipline			Recognise knowledge in solving cognitive and practical problems characteristic for the area of research (field/discipline) and in an interdisciplinary aspect										
			Support the ethos of scientific circles and conduct independent research										
<b>The method of verification of learning outcomes:</b>	Exam and project												
<b>Form of documentation of achieved learning outcomes:</b>	Examination report, project, student list												
<b>Elements and weights of the final grade:</b>	Exam - 60%, project - 40%												
<b>Place of the course:</b>	On-site, lecture room												
<b>Basic and supplementary literature</b>													
<p>1. Bartosik-Purgat, M. (2017). Zachowania konsumentów. Globalizacja, nowe technologie, aktualne trendy, otoczenie społeczno-kulturowe, Warszawa: PWN,</p> <p>2. Mazurek-Lopacińska, K. (2021). Zachowania konsumentów na współczesnym rynku. Perspektywa marketingowa, Warszawa: PWE,</p> <p>3. Jaciow, M., Wolny, R. (2022). Polski e-konsument. Dekada zmian. Warszawa: Onepress,</p> <p>4. Zrałek, J. (2018). Konsument wobec wyzwań zrównoważonej konsumpcji, Katowice: Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach,</p> <p>5. Śledziewska, K., Włoch, R. (2021). The Economics of Digital Transformation. The Disruption of Markets, Production, Consumption, and Work, London: Routledge.</p>													
<b>Comments:</b>	N/A												

Estimated number of hours of work of the doctoral student necessary to achieve the assumed learning outcomes:	10 hours
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Leraning outcomes reference to the second degree characteristics of the National Qualification Framework (level 8) covering doctoral competences:		
Symbol:	Learning outcomes:	8 level NQF
SD1_KW01	To the extent enabling to revise the existing pradigms in the field/discipline - the world achievements, gathering theoretical background as well as general and selected detailed issues	P8S_WG
SD1_KW02	Major general development trends in the field/discipline	P8S_WG
SD1_KU05	Carry out critical assessment of the scientific research findings and expert activities and their contribution to the knowledge development in the field/discipline	P8S_UW
SD1_KK01	Critically evaluate the achievements in the field/discipline represented	P8S_KK
SD1_KK03	Recognise knowledge in solving cognitive and practical problems characteristic for the area of research (field/discipline) and in an interdisciplinary aspect	P8S_KK
SD1_KK08	Support the ethos of scientific circles and conduct independent research	P8S_KR