



Subject card

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|---|--|--|-------------------------------------|------------|--|--|-----|
| Subject name and code | Marketing Research, PG_00044441 | | | | | | |
| Field of study | Engineering Management | | | | | | |
| Date of commencement of studies | October 2019 | Academic year of realisation of subject | | | | 2021/2022 | |
| Education level | first-cycle 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 | Part-time studies | Mode of delivery | | | | blended-learning | |
| Year of study | 3 | Language of instruction | | | | Polish | |
| Semester of study | 5 | ECTS credits | | | | 4.0 | |
| Learning profile | general academic profile | Assessment form | | | | exam | |
| Conducting unit | Department of Marketing -> Faculty of Management and Economics | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr hab. inż. Magdalena Brzozowska-Woś | | | | | |
| | Teachers | dr hab. inż. Magdalena Brzozowska-Woś mgr inż. Agnieszka Kozłowska | | | | | |
| Lesson types and methods of instruction | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 8.0 | 0.0 | 16.0 | 0.0 | 0.0 | 24 |
| | E-learning hours included: 8.0 | | | | | | |
| 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 | 24 | 7.0 | | 69.0 | 100 | |
| Subject objectives | The aim of the course is to acquaint students with different methods of gathering and analysing information needed for marketing activity. | | | | | | |
| Learning outcomes | Course outcome | Subject outcome | | | Method of verification | | |
| | [K6_U03] uses basic methods and tools to describe and analyse the organisation's environment | Student designs methods and instruments necessary for undertaking for undertaking a survey; performs a survey among potential buyers of product and draws up a report of it. | | | [SU4] Assessment of ability to use methods and tools | | |
| | [K6_W06] has a basic knowledge of methods and tools for conducting research and analyses related to particular areas of the enterprise's operations and its environment | Student knows the basic methods of data analysis. | | | [SW1] Assessment of factual knowledge | | |
| | [K6_U07] can work independently and in a team | Student cooperates in a team within laboratory tasks. | | | [SU1] Assessment of task fulfilment | | |
| Subject contents | <p>LECTURE Essence and typology of marketing research; the marketing research process and research design; measurement and scales; questionnaire design; attitude design; sampling process; data editing and coding; introductory data analysis and division of data analysis methods; bivariate (relationship of variables); non-standardized interviews and projective methods; observations; surveys; marketing research ethics.</p> <p>LABORATORY Presentation of the scope of laboratory (new product concept test) and structure of report; analysis of new product concepts and choosing concept for testing as well as refining this concept; developing new product concept chart; formulation of research problems and a list of preliminary questions; designing questions for questionnaire for diagnosing needs and ways of satisfying them; designing questions to measure attitude, preferences and purchase intention; testing the questionnaire and its improvement; designing sampling process and gathering data; drawing up the code book; data editing and categorization of open-ended questions; data coding; one-way tabulation and other methods of data analysis; drawing up results and conclusions; developing research limitations; integrating all elements in the report.</p> | | | | | | |
| Prerequisites and co-requisites | Principles of Marketing | | | | | | |

| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
|--|--|--|-------------------------------|
| | Written exam | 52.5% | 51.0% |
| | 5 Mid-term tests | 52.5% | 24.5% |
| | Laboratory tasks | 52.5% | 24.5% |
| Recommended reading | Basic literature | <p>Badania marketingowe. Nowe metody badań i zastosowania, red. nauk. Milic-Czerniak R. (2019), Difin</p> <p>Makowski M. (2018), Gromadzenie i analiza danych rynkowych w praktyce, CeDeWu</p> <p>Gregor B., Kalińska-Kula M. (2014), Badania marketingowe na użytek decyzji menedżerskich, Wyd. Uniwersytetu Łódzkiego</p> <p>Kaczmarczyk S. (2011), Badania marketingowe. Podstawy metodyczne, PWE, Warszawa</p> <p>Churchil G.A. (2002), Badania marketingowe. Podstawy metodologiczne, Wydawnictwo Naukowe PWN, Warszawa</p> | |
| | Supplementary literature | <p>Maison D. (2010), Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta, PWN, Warszawa</p> <p>Sagan A. (2004), Badania marketingowe. Podstawowe kierunki, Wyd. AE w Krakowie, Kraków</p> <p>Walesiak M. (1996), Metody analizy danych marketingowych, PWE, Warszawa</p> | |
| | eResources addresses | <p>Uzupełniające</p> <p>https://www.researchgate.net/publication/336669555_Badania_marketingowe_rozdzial_III_Marketing_research_c - Marketing research</p> | |
| Example issues/ example questions/ tasks being completed | <p>Examples of questions: define marketing research; name phases of marketing research process; present purposes and ways of conducting exploratory research; explain the essence of longitudinal studies on panels; present the rule of assigning numbers to objects and give an example of a question in the interval level of measurement; develop a question in the Likert scale; name all phases of the sampling process; explain the essence of stratified random sampling; build a question in the itemized-category scale and develop a codebook for it; present the general form of one-way tabulation; explain the essence of cluster analysis; name basic methods of gathering primary data; characterize the focus group interview; what is meant by interrogation and standardization within the survey; define personal interview; what are the ethical rules for conducting research with children.</p> | | |
| Work placement | Not applicable | | |