



Subject card

Subject name and code	Marketing Research, PG_00040577						
Field of study	Engineering Management						
Date of commencement of studies	October 2020	Academic year of realisation of subject			2022/2023		
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	Full-time studies	Mode of delivery			at the university		
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 dr Natalia Przybylska Wojciech Kowalczyk					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	30.0	0.0	0.0	45
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	45	7.0		48.0	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_U07] can work independently and in a team	Student cooperates in a team within laboratory tasks.			[SU1] Assessment of task fulfilment		
	[K6_U03] uses basic methods and tools to describe and analyse the organisation's environment	Student 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 designs methods and instruments necessary for undertaking a survey.			[SW3] Assessment of knowledge contained in written work and projects		
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) and multivariate data analysis (e.g. cluster analysis); 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	Churchill G. A. (2002). <i>Badania marketingowe. Metody i techniki</i> . PWN, Warszawa;	
		Kaczmarczyk S. (2002). <i>Badania marketingowe. Metody i techniki</i> . PWE, Warszawa;	
		Kędzior Z., Karcz K. (2002). <i>Badania marketingowe w praktyce</i> . PWE, Warszawa.	
	Supplementary literature	Mazurek-Łopacińska K., Sobocińska M. (2020). <i>Badania marketingowe w gospodarce cyfrowej</i> . Wyd. Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław;	
		Maison D. (2010). <i>Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta</i> . PWN, Warszawa;	
		Sagan A. (2004). <i>Badania marketingowe. Podstawowe kierunki</i> . Wyd. AE w Krakowie, Kraków;	
		Walesiak M. (1996). <i>Metody analizy danych marketingowych</i> . PWN, Warszawa.	
	eResources addresses	Adresy na platformie eNauczanie: Badania marketingowe - SS, ZI, sem. 5, 2022/2023 - Moodle ID: 24020 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=24020	
Example issues/ example questions/ tasks being completed	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.		
Work placement	Not applicable		