



Subject card

Subject name and code	Marketing Research, PG_00049703						
Field of study	Management						
Date of commencement of studies	October 2020	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	Full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			English		
Semester of study	4	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. Dariusz Dąbrowski					
	Teachers	dr Natalia Przybylska dr hab. inż. Dariusz Dąbrowski					
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						
Marketing Research BiM - summer 2021/2022 - Moodle ID: 21008 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=21008							
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	8.0	47.0	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_U11] applies analytical methods and tools in shaping the basic strategy of the company	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 [SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment		
	[K6_W08] has a basic knowledge of the methods and tools used to conduct research related to particular areas of business activity	Student defines and explains terms, processes and issues of marketing research; knows methods as well as tools used for gathering and analysing marketing data.			[SW1] Assessment of factual knowledge		
	[K6_U05] 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 [SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment		
	[K6_U14] collaborates and works in teams, including international teams, taking on different roles in them	Student cooperates in a team within laboratory tasks.			[SU1] Assessment of task fulfilment		

Subject contents	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 (cluster analysis, methods of linear ordering); non-standardized interviews and projective methods; observations; surveys; determining market size; examples of marketing research; marketing research ethics. 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.														
Prerequisites and co-requisites	Principles of Marketing														
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="453 486 794 515">Subject passing criteria</th> <th data-bbox="799 486 1141 515">Passing threshold</th> <th data-bbox="1145 486 1482 515">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="453 521 794 551">5 Mid-term tests</td> <td data-bbox="799 521 1141 551">50.0%</td> <td data-bbox="1145 521 1482 551">24.5%</td> </tr> <tr> <td data-bbox="453 557 794 586">Written exam</td> <td data-bbox="799 557 1141 586">50.0%</td> <td data-bbox="1145 557 1482 586">51.0%</td> </tr> <tr> <td data-bbox="453 593 794 622">Laboratory tasks</td> <td data-bbox="799 593 1141 622">50.0%</td> <td data-bbox="1145 593 1482 622">24.5%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	5 Mid-term tests	50.0%	24.5%	Written exam	50.0%	51.0%	Laboratory tasks	50.0%	24.5%
Subject passing criteria	Passing threshold	Percentage of the final grade													
5 Mid-term tests	50.0%	24.5%													
Written exam	50.0%	51.0%													
Laboratory tasks	50.0%	24.5%													
Recommended reading	<table border="1"> <tr> <td data-bbox="453 631 794 808">Basic literature</td> <td colspan="2" data-bbox="799 631 1482 808">D. Iacobucci, G. A. Churchill, "Marketing Research: Methodological Foundations", 11th ed., Earle Lite Books, 2015</td> </tr> <tr> <td data-bbox="453 815 794 1227">Supplementary literature</td> <td colspan="2" data-bbox="799 815 1482 1227"> N. K. Malhorta, "Marketing Research", Pearson Eductaion, 2006; J. F. Hair, R. P. Bush, D. J. Ortinau, "Marketing Research. In a Digital Information Environment", McGraw-Hill Irwin, 2009. G. A. Churchill, T. J. Brown, "Basic Marketing Research", Sixth Ed., Thomson South-Western, 2007; D. A. Aaker, V. Kumar, G. S. Day, "Marketing Research", Wiley John and Sons, 2007. </td> </tr> <tr> <td data-bbox="453 1234 794 1240">eResources addresses</td> <td colspan="2" data-bbox="799 1234 1482 1240"></td> </tr> </table>			Basic literature	D. Iacobucci, G. A. Churchill, "Marketing Research: Methodological Foundations", 11th ed., Earle Lite Books, 2015		Supplementary literature	N. K. Malhorta, "Marketing Research", Pearson Eductaion, 2006; J. F. Hair, R. P. Bush, D. J. Ortinau, "Marketing Research. In a Digital Information Environment", McGraw-Hill Irwin, 2009. G. A. Churchill, T. J. Brown, "Basic Marketing Research", Sixth Ed., Thomson South-Western, 2007; D. A. Aaker, V. Kumar, G. S. Day, "Marketing Research", Wiley John and Sons, 2007.		eResources addresses					
Basic literature	D. Iacobucci, G. A. Churchill, "Marketing Research: Methodological Foundations", 11th ed., Earle Lite Books, 2015														
Supplementary literature	N. K. Malhorta, "Marketing Research", Pearson Eductaion, 2006; J. F. Hair, R. P. Bush, D. J. Ortinau, "Marketing Research. In a Digital Information Environment", McGraw-Hill Irwin, 2009. G. A. Churchill, T. J. Brown, "Basic Marketing Research", Sixth Ed., Thomson South-Western, 2007; D. A. Aaker, V. Kumar, G. S. Day, "Marketing Research", Wiley John and Sons, 2007.														
eResources addresses															
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														