



Subject card

Subject name and code	Marketing Research, PG_00037130						
Field of study	Economic Analytics						
Date of commencement of studies	October 2021		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	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		5.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Edyta Gołąb-Andrzejak				
	Teachers		Wojciech Kowalczyk dr hab. Edyta Gołąb-Andrzejak mgr inż. Agnieszka Kozłowska				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	30.0	0.0	0.0	60
	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	60		10.0		55.0	125
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_W09] Knows the ways and tools of acquiring and collecting data, including IT data, used in the analysis and explanation of socio-economic phenomena and processes.		Student defines and explains the concepts, processes and issues occurring in the field of marketing research; knows the methods and tools for the collection and analysis of marketing data.		[SW1] Assessment of factual knowledge		
	[K6_U04] Can forecast socio-economic processes and phenomena using methods and tools of quantitative and qualitative data analysis.		Student, based on the appropriate methods and instruments, do survey among potential buyers of the products and concludes.		[SU2] Assessment of ability to analyse information		
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	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	Badania marketingowe. Nowe metody badań i zastosowania, red. nauk. Milic-Czerniak R. (2019), Difin	
		Makowski M. (2018), Gromadzenie i analiza danych rynkowych w praktyce, CeDeWu	
		Gregor B., Kalińska-Kula M. (2014), Badania marketingowe na użytek decyzji menedżerskich, Wyd. Uniwersytetu Łódzkiego	
		Kaczmarczyk S. (2011), Badania marketingowe. Podstawy metodyczne, PWE, Warszawa	
Recommended reading	Supplementary literature	Churchil G.A. (2002), Badania marketingowe. Podstawy metodologiczne, Wydawnictwo Naukowe PWN, Warszawa	
		Maison D. (2010), Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta, PWN, Warszawa	
		Sagan A. (2004), Badania marketingowe. Podstawowe kierunki, Wyd. AE w Krakowie, Kraków	
Recommended reading	eResources addresses	Walesiak M. (1996), Metody analizy danych marketingowych, PWE, Warszawa	
		Adresy na platformie eNauczanie: BADANIA MARKETINGOWE - AG I SS, sem. 3 - zima 2022/2023 - Moodle ID: 22550 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=22550	
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		