



Subject card

Subject name and code	Marketing Research, PG_00040577						
Field of study	Engineering Management						
Date of commencement of studies	October 2021		Academic year of realisation of subject			2023/2024	
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		Michał Makowski dr hab. inż. Magdalena Brzozowska-Woś				
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_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_U07] can work independently and in a team		Student cooperates in a team within laboratory tasks.			[SU1] Assessment of task fulfilment	
	[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 for undertaking a survey.			[SW3] Assessment of knowledge contained in written work and projects	

Subject contents	<p>LECTURE</p> <ul style="list-style-type: none">• The essence of marketing research.• Research typology.• The process and design of marketing research.• Measurement and its levels.• Construction of a measurement instrument based on the example of a questionnaire.• Measuring attitudes.• Sample selection process.• Errors in marketing research.• Data control, reduction, and coding.• Preliminary data analysis.• General division of data analysis methods.• Interdependence of two variables.• Cluster analysis.• Qualitative interviews and projective techniques.• Observations as a method of data collection. Survey procedures.• Legal aspects and ethics of marketing research. <p>LABORATORY</p> <ul style="list-style-type: none">• Discussing the project task, report structure, and how to pass the laboratory. Development of initial concepts for a new product.• Analysis and selection of a new product concept and detailing and characterizing the selected concept.• Development of a new product concept card.• Formulating research problems and developing an initial list of questions.• Questionnaire design.• Using questions to measure attitudes in a questionnaire. Homework: questionnaire test• Sampling design. Verification of the questionnaire and problems in the light of sample selection.• Development of a code book.• Data reduction, classification of answers to semi-open and open questions. Completing the code book.• Data encoding.• Simple tabulation. A list of simple tabulations concerning detailed research problems.• Using other data analysis methods. Preparation of results and report.• Integration and preparation of the entire report.• Submitting the report and familiarizing yourself with the offer of the selected research company based on its website.• Evaluation and discussion of reports.		
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	<ul style="list-style-type: none">• Stanisław Kaczmarczyk (2014). Badania marketingowe. Podstawy metodyczne. PWE, Warszawa.• Krystyna Mazurek-Łopacińska (red.) (2016). Badania marketingowe. Wyd. PWN, Warszawa.• Gilbert A. Churchill (2002). Badania marketingowe. Podstawy metodologiczne, Wydawnictwo Naukowe PWN, Warszawa.	
	Supplementary literature	<ul style="list-style-type: none">• Walesiak M., "Metody analizy danych marketingowych", PWN, Warszawa 1996.	
	eResources addresses	Adresy na platformie eNauczanie: Badania marketingowe, ZI, SST, 2023/2024 - Moodle ID: 31611 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=31611	
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		