



## Subject card

Subject name and code	Marketing Research, PG_00044441						
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	Part-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. Edyta Gołąb-Andrzejak				
	Teachers		Wojciech Kowalczyk				
			dr hab. Edyta Gołąb-Andrzejak				
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: 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	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 defines and explains concepts, processes and issues occurring in the field of research marketing; knows methods and collection tools and marketing 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:</p> <ol style="list-style-type: none"><li>1. The essence and typology of marketing research</li><li>2. Marketing research process and design</li><li>3. Measurement and its levels</li><li>4. Construction of a measurement instrument on the example of a questionnaire</li><li>5. Measuring attitudes</li><li>6. Sampling process</li><li>7. Data control, reduction and coding</li><li>8. Initial data analysis and division of data analysis methods</li></ol> <p>LABORATORY:</p> <ol style="list-style-type: none"><li>1. Presentation of laboratory tasks as part of testing the concept of a new product; discussion of the report structure</li><li>2. Analysis and selection of a new product concept and its refinement (need, form, technique); developing a new product concept card</li><li>3. Formulation of research problems and an initial list of questions</li><li>4. Designing questions for the questionnaire in terms of diagnosing needs and ways of meeting them; designing questions for the questionnaire to assess attitudes towards the concept, preferred product functions and features, and potential purchasing behavior; questionnaire testing and verification</li><li>5. Study sampling design and data collection</li><li>6. Preparation of the code book; data reduction and categorization of answers to open questions;</li><li>7. Data coding; simple tabulation and other data analyses</li><li>8. Preparation of results and conclusions; defining study limitations; integrating the developed elements in the form of a report</li></ol>														
Prerequisites and co-requisites	Principles of Marketing														
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Written exam</td><td>52.5%</td><td>51.0%</td></tr><tr><td>5 Mid-term tests</td><td>52.5%</td><td>24.5%</td></tr><tr><td>Laboratory tasks</td><td>52.5%</td><td>24.5%</td></tr></table>			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%
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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														

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