



## Subject card

Subject name and code	Marketing Research, PG_00044441						
Field of study	Engineering Management						
Date of commencement of studies	October 2022	Academic year of realisation of subject			2024/2025		
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	dr inż. Izabela Borucińska 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_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_U03] uses basic methods and tools to describe and analyse the organisation's environment	Student designs methods and instruments necessary 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_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 border="1"> <thead> <tr> <th data-bbox="456 703 794 730">Subject passing criteria</th> <th data-bbox="799 703 1137 730">Passing threshold</th> <th data-bbox="1142 703 1481 730">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 736 794 763">5 Mid-term tests</td> <td data-bbox="799 736 1137 763">52.5%</td> <td data-bbox="1142 736 1481 763">24.5%</td> </tr> <tr> <td data-bbox="456 770 794 797">Written exam</td> <td data-bbox="799 770 1137 797">52.5%</td> <td data-bbox="1142 770 1481 797">51.0%</td> </tr> <tr> <td data-bbox="456 804 794 831">Laboratory tasks</td> <td data-bbox="799 804 1137 831">52.5%</td> <td data-bbox="1142 804 1481 831">24.5%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	5 Mid-term tests	52.5%	24.5%	Written exam	52.5%	51.0%	Laboratory tasks	52.5%	24.5%
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Recommended reading	Basic literature	<p>Badania marketingowe. Nowe metody badań i zastosowania, red. nauk. Milic-Czerniak R. (2019), Difin</p> <p>Makowski M. (2018), Gromadzenie i analiza danych rynkowych w praktyce, CeDeWu</p> <p>Gregor B., Kalińska-Kula M. (2014), Badania marketingowe na użytek decyzji menedżerskich, Wyd. Uniwersytetu Łódzkiego</p> <p>Kaczmarczyk S. (2011), Badania marketingowe. Podstawy metodyczne, PWE, Warszawa</p> <p>Churchil G.A. (2002), Badania marketingowe. Podstawy metodologiczne, Wydawnictwo Naukowe PWN, Warszawa</p>													
	Supplementary literature	<p>Maison D. (2010), Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta, PWN, Warszawa</p> <p>Sagan A. (2004), Badania marketingowe. Podstawowe kierunki, Wyd. AE w Krakowie, Kraków</p> <p>Walesiak M. (1996), Metody analizy danych marketingowych, PWE, Warszawa</p>													
	eResources addresses	<p>Adresy na platformie eNauczanie:</p> <p>BADANIA MARKETINGOWE - Z I NS, sem. 5 - zima 2024/25 - Moodle ID: 40118</p> <p><a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=40118">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=40118</a></p>													
Example issues/ example questions/ tasks being completed	<p>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.</p>														
Work placement	Not applicable														

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