



Subject card

Subject name and code	Marketing Research, PG_00053198						
Field of study	Management						
Date of commencement of studies	October 2022		Academic year of realisation of subject			2022/2023	
Education level	second-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	1		Language of instruction			Polish	
Semester of study	1		ECTS credits			5.0	
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	30.0	30.0	0.0	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		8.0		57.0	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	
	[K7_U05] selects appropriate methods and tools to describe and analyse the problems and areas of activity of the organization and its environment and assess their usefulness and effectiveness, with particular emphasis on their application in government, local government and non-profit organizations		Student based on appropriate methods and instruments, carried out survey among potential buyers of the product and draws conclusions from it.			[SU4] Assessment of ability to use methods and tools	
	[K7_W07] knows in depth selected methods and techniques of data acquisition, enabling analysis and modelling of structures and socio-economic relations, processes taking place and their impact on the implementation of objectives of the organization, including government administration, local government and non-profit organizations		Student defines and explains concepts, processes and issues occurring in the field of research marketing; knows the methods and collection tools and analysis of marketing data.			[SW1] Assessment of factual knowledge	

Subject contents	<p>LECTURE</p> <p>1. The essence of marketing research. Research typology. The importance of marketing research in practice economic. 2. The process and design of a marketing research. Research problems. The value of information. 3. Measurement and its levels. Dependence of the measurement level on the type of the studied variable (examples of questions). 4. Construction of a measuring instrument on the example of a questionnaire. Development of a research tool online - CAWI Google Forms survey; Qualtrics. Pilot study. Types of questions in the questionnaire. 5. Measurement of attitudes. Analysis of the types of questions (examples of questions). 6. The sampling process. Estimating methods size and methods of sampling. 7. Mistakes in marketing research. 8. Control, reduction and data encoding. Classification of answers to open and semi-open questions that are cafeterias disjunctive and conjunctive. 9. Initial data analysis. General breakdown of data analysis methods. Developing statistical graphs for metric and non-metric variables using Statistica version 13.3. 10. The relationship of two non-metric variables. Two-way tabulation in Statistica. 11.Characteristics of data collection methods: qualitative interviews and projection techniques. Case study animation test. 12.Characteristics of collection methods data: observations and survey procedures. Mystery shopper research - case study. Tests conducted by market research agencies on the example of PBS (CAWI; CATI; CAPI; PAPI). 13. Designation the size of the market. Market capacity and absorption analysis. 14. Marketing research and market research 15. National and international professional opinion and market research organizations and research agencies.</p> <p>LABORATORY</p> <p>1. Presentation of exercises and the rules for passing the exercises. Overview of the study - test the concept of a new product or service; 2. Presentation of the structure of the research report; 3. Development of the concept new products / services - brainstorming and analysis of the market offer. 3. Development of a concept selection card a new product - analysis and selection of a new product concept and its refinement (need, form, technique); 4. Creating a concept card for a new product for the survey; 5. Formulation and decomposition of the research problem and creation of an initial list of questions - brainstorming; 6. Designing a survey questionnaire - arranging questions for the questionnaire about: needs and their methods satisfaction, assessment of attitudes towards the concept, preferred functions and features of the product and potential purchasing behavior; 7. Development of the questionnaire using Google Forms. 8. Research pilot - questionnaire testing and verification; 9. Design of sample selection for research and collection data; 10. Development of a codebook for the questionnaire from the proper examination; 10. Data reduction i categorization of answers to open-ended questions; 11. Development of a data matrix in Excel - data encoding; 12. One-dimensional data analysis - simple tabulation - use of the program Statistica (version 13.3); 13. Two-dimensional methods of data analysis - Statistica (version 13.3); 14. Aggregation answers from the survey - preparation of results and conclusions in the report; 15. Identification the limitations of the study and the integration of all developed elements in the form of a report.</p>		
Prerequisites and co-requisites	Principles of Marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Laboratory tasks	52.5%	24.5%
	5 Mid-term tests	52.5%	24.5%
	Written exam	52.5%	51.0%
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	
		Churchil G.A. (2002), Badania marketingowe. Podstawy metodologiczne, Wydawnictwo Naukowe PWN, Warszawa	

	Supplementary literature	<p>Maison D., "Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta", WN PWN, Warszawa 2010;</p> <p>Sagan A., "Badania marketingowe. Podstawowe kierunki", Wyd. AE w Krakowie, Kraków 2004;</p> <p>Walesiak M., "Metody analizy danych marketingowych", PWN, Warszawa 1996.</p>
	eResources addresses	<p>Adresy na platformie eNauczanie:</p> <p>BADANIA MARKETINGOWE - Z II ST MSU 4, sem. 1 - zima 2022/2023 - Moodle ID: 22547</p> <p>https://enauczanie.pg.edu.pl/moodle/course/view.php?id=22547</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;</p>	
Work placement	Not applicable	