GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	MARKETING RESEARCH, PG_00037856					
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	English		
Semester of study	1		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. Dariusz Dąbrowski				
	Teachers	dr hab. inż. Dariusz Dąbrowski				

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	8.0	47.0	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
	[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 terms, processes and issues of marketing research; knows methods as well as tools used for gathering and analysing marketing data.	[SW1] Assessment of factual knowledge
	[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, on the basis of the chosen methods and instruments designed, carried out a survey among potential buyers of the product and draw conclusions from it.	[SU4] Assessment of ability to use methods and tools

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	50.0%	51.0%
	Laboratory tasks	50.0%	24.5%
	5 Mid-term tests	50.0%	24.5%

Recommended reading	Basic literature	D. Iacobucci, G.A. Churchill, "Marketing Research: Methodological Foundations", 11th ed., Earlie Lite Books, 2015; G. A. Churchill, T. J. Brown, "Basic Marketing Research", Sixth Ed., Thomson South-Western, 2007; D. A. Aaker, V. Kumar, G. S. Day, "Marketing Research", Wiley John and Sons, 2007.
	Supplementary literature	N. K. Malhorta, "Marketing Research", Pearson Eductaion, 2006; J. F. Hair, R. P. Bush, D. J. Ortinau, "Marketing Research. In a Digital Information Environment", McGraw-Hill Irwin, 2009; M. J. Schmidt, S. Hollensen, "Marketing Research. An International Approach", Prentice Hall, 2006.
	eResources addresses	Adresy na platformie eNauczanie: Marketing Research IM - winter 2022/2023 - Moodle ID: 25198 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=25198

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