



Subject card

Subject name and code	Marketing Research, PG_00037981						
Field of study	Management						
Date of commencement of studies	February 2023	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	Part-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	dr hab. Edyta Gołąb-Andrzejak					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	16.0	16.0	0.0	0.0	0.0	32
	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	32	10.0		83.0		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_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 the concepts, processes and issues occurring in the field of marketing research; knows the methods and tools for the collection and analysis of 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, based on appropriate methods and instruments, 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	<p>LECTURE:</p> <p>1. Essence and typology of marketing research; 2. The marketing research process and research design; 3. Measurement and scales; 4. Questionnaire design; 5. Attitude design; 6. Sampling process; 7. Data editing and coding; 8. Introductory data analysis and division of data analysis methods;</p> <p>LABORATORY:</p> <p>1. Presentation of the scope of laboratory (new product concept test) and structure of report; 2. Analysis of new product concepts and choosing concept for testing as well as refining this concept; developing new product concept chart; 3. Formulation of research problems and a list of preliminary questions; 4. 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; 5. Designing sampling process and gathering data; 6. Drawing up the code book; data editing and categorization of open-ended questions; 7. Data coding; one-way tabulation and other methods of data analysis; 8. Drawing up results and conclusions; developing research limitations; integrating all elements in the report.</p>														
Prerequisites and co-requisites	Principles of Marketing														
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 707 794 734">Subject passing criteria</th> <th data-bbox="799 707 1137 734">Passing threshold</th> <th data-bbox="1142 707 1481 734">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 741 794 768">Laboratory tasks</td> <td data-bbox="799 741 1137 768">52.5%</td> <td data-bbox="1142 741 1481 768">24.5%</td> </tr> <tr> <td data-bbox="456 775 794 801">Written exam</td> <td data-bbox="799 775 1137 801">52.5%</td> <td data-bbox="1142 775 1481 801">51.0%</td> </tr> <tr> <td data-bbox="456 808 794 835">3 Mid-term tests</td> <td data-bbox="799 808 1137 835">52.5%</td> <td data-bbox="1142 808 1481 835">24.5%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Laboratory tasks	52.5%	24.5%	Written exam	52.5%	51.0%	3 Mid-term tests	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 eNauczenie:</p> <p>BADANIA MARKETINGOWE _ZII N_2022/2023 - sem. letni - Moodle ID: 18194</p> <p>https://enauczenie.pg.edu.pl/moodle/course/view.php?id=18194</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														