

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 Marke	ting -> Faculty	of Managemer	nt and Econom	ics				
Name and surname	Subject supervisor	dr hab. Edyta Gołąb-Andrzejak							
of lecturer (lecturers)	Teachers		dr hab. Edyta Gołąb-Andrzejak						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Projec	t	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 classes include plan				Self-study S		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 out	come	Subj	Subject outcome			Method of verification		
	[K7_W07] knows in depth selected methods and techniques of data acquisition, enabling analysis and modelling of structures and socioeconomic 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 analyse the problems and area activity of the organization and environment and assess their usefulness and effectiveness, particular emphasis on their application in government, loca government and non-profit organizations		o describe and s and areas of zation and its sess their tiveness, with on their ment, local	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			

Data wydruku: 20.04.2024 09:06 Strona 1 z 2

1. Essence and typology of marketing research; 2. The marketing research process and research design; 3. Measurement and scales; 4. Questiomaire design; 5. Attitude design; 6. Sampling process, 7. Data editing and coding; 8. Introductory data analysis and division of data analysis methods; LABORATORY: 1. Presentation of the scope of laboratory (new product concept lest) and structure of report; 2. Analysis of new product concepts and choosing coroccyt for testing as well as refining this concept; developing new product concepts and choosing coroccyt for testing as well as refining this concept; developing new product concepts and choosing coroccyt for testing as well as refining this concept; developing new product concepts and choosing concepts of starking them the designing questions for upstronnaire for diagnosing needs and voys of starking them the designing analysis on the measure attitude, preferences and purchase intention; testing the question and other methods and order analysis and conductions, developing presental initiations, integrating all elements in the report. Prerequisites Procepts and concepts are developed and conductions, developing research limitations, integrating all elements in the report. Prerequisites Assessment methods and criteria Subject passing others Laboratory tasks 52.5% 24.5% Written exam 52.5% 51.0% 3. Mid-term tests 52.5% 24.5% Written exam 82.5% 24.5% Baddinia marketingowe. Nowe methody badan in analysis and conductions and con	Subject contents	ubject contents LECTURE:								
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