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 (on-line)	Mode of delivery	blended-learning
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. inż. Magdalena Brzozowska-Woś
	Teachers	dr hab. inż. Magdalena Brzozowska-Woś mgr inż. Agnieszka Kozłowska Wojciech Kowalczyk

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: 24.0						
	Additional information: The first and last classes (lecture and computer laboratory) are conducted stationary, and the remaining classes are taught in e-learning.						

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_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
	[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

Subject contents	**LECTURE:**
	1. Purpose, program and method of crediting the course. The essence and typology of marketing research. 2. Marketing research process and design. Decomposition of the problem and aggregation of answers in a survey based on a questionnaire. Measurement and its levels. 3. Construction of a measuring instrument on the example of a questionnaire. Measurement of attitudes. 4. Sampling process. Mistakes in marketing research. Data control, reduction and coding. 5. Initial data analysis. General division of data analysis methods. 6. Interdependence of two non-metric variables. Cluster analysis. 7. Characteristics of data collection methods: non-standardized interviews, projection methods, observations and survey procedures (surveys). 8. A modern approach to marketing research. Structural equation modeling.
	LABORATORY:
	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.

Prerequisites and co-requisites	Principles of Marketing

Assessment methods and criteria			
	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written exam	52.5%	51.0%
	3 Mid-term tests	52.5%	24.5%
	Laboratory tasks	52.5%	24.5%

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	Maison D. (2010), Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta, PWN, Warszawa
		Sagan A. (2004), Badania marketingowe. Podstawowe kierunki, Wyd. AE w Krakowie, Kraków
		Walesiak M. (1996), Metody analizy danych marketingowych, PWE, Warszawa
	eResources addresses	Adresy na platformie eNauczanie: Badania marketingowe MSU4 online - 2023 - Moodle ID: 2106 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=2106

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;
Work placement	Not applicable