



## Subject card

Subject name and code	MARKETING AND MARKETING RESEARCH, PG_00060935						
Field of study	Management						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2023/2024		
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			6.0		
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	Michał Makowski Wojciech Kowalczyk Joanna Świątek dr hab. Edyta Gołąb-Andrzejak					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	30.0	0.0	0.0	75
	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	75	5.0		70.0	150	
Subject objectives	Acquires and analyzes marketing information using various methods, using the results obtained in decision-making processes						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_U03] formulates research problems and selects appropriate research methods for their effective solution, using advanced IT tools, and evaluates the obtained results critically	achieves effective answers to research questions by supporting properly selected methods with the use of modern information technologies			[SU4] Assessment of ability to use methods and tools		
	[K7_W03] demonstrates in-depth preparation in the application of management methods and techniques for formulating and solving management problems	formulates research problems related to marketing activities, selecting appropriate methods to solve them			[SW1] Assessment of factual knowledge		

Subject contents	<p><b>EXERCISES</b></p> <ol style="list-style-type: none"> <li>1. Origins, concepts and notions of marketing</li> <li>2. Marketing system and its elements</li> <li>3. Closer and further surroundings</li> <li>4. Marketing strategy</li> <li>5. Segmentation and selection of the target market</li> <li>6. Product</li> <li>7. Prices</li> <li>8. Distribution</li> <li>9. Promotion</li> </ol> <p><b>LECTURE</b></p> <ol style="list-style-type: none"> <li>1. The essence of marketing research. Research typology. The importance of marketing research in business practice.</li> <li>2. The process and design of marketing research. Research problems. The value of information.</li> <li>3. Measurement and its levels. Dependence of the level of measurement on the type of variable being tested (examples of questions).</li> <li>4. Construction of a measurement instrument based on the example of a questionnaire. Creating an online research tool - CAWI Google Forms research; Qualtrics. Pilot study. Types of questions in the questionnaire.</li> <li>5. Measuring attitudes. Analysis of question types (question examples).</li> <li>6. Sample selection process. Number estimation methods and sample selection methods.</li> <li>7. Errors in marketing research.</li> <li>8. Data control, reduction and coding. Classification of answers to open and semi-open questions that are disjunctive and conjunctive cafeterias.</li> <li>9. Initial data analysis. General classification of data analysis methods. Developing statistical charts for metric and non-metric variables using SPSS.</li> <li>10. Interdependence of two non-metric variables. Two-way tabulation in Statistica.</li> <li>11. Characteristics of data collection methods: qualitative interviews and projective techniques. Animalization test case studies.</li> <li>12. Characteristics of data collection methods: observations and survey procedures. Mystery shopping research - case study. Research conducted by market research agencies on the example of PBS (CAWI; CATI; CAPI; PAPI).</li> <li>13. Determining the market size. Analysis of market capacity and absorption.</li> <li>14. Marketing research and market research</li> <li>15. National and international professional opinion and market research organizations and research agencies.</li> </ol> <p><b>LABORATORY</b></p> <ol style="list-style-type: none"> <li>1. Presentation of exercise tasks and rules for passing the exercises. Discussion of the research - test of the concept of a new product or service;</li> <li>2. Presentation of the structure of the research report;</li> <li>3. Developing the concept of new products/services - brainstorming and analysis of the market offer. Development of a new product concept selection card - analysis and selection of a new product concept and its refinement (need, form, technique);</li> <li>4. Creating a new product concept card for a survey;</li> <li>5. Formulation and decomposition of the research problem and creation of an initial list of questions - brainstorming;</li> <li>6. Designing a survey questionnaire - creating questions for the questionnaire about: needs and ways of satisfying them, assessment of attitudes towards the concept, preferred functions and features of the product and potential purchasing behavior;</li> <li>7. Developing a questionnaire using Google Forms.</li> <li>8. Pilot study - testing the questionnaire and its verification;</li> <li>9. Study sampling design and data collection;</li> <li>10. Development of a codebook for the questionnaire from the actual study; Data reduction and categorization of answers to open questions;</li> <li>11. Preparation of data matrix in Excel - data coding;</li> <li>12. One-dimensional data analysis - simple tabulation - use of SPSS;</li> <li>13. Two-dimensional data analysis methods - SPSS;</li> <li>14. Aggregation of survey responses - preparation of results and conclusions in the report;</li> <li>15. Determining the limitations of the study and integrating all developed elements in the form of a report.</li> </ol>																	
Prerequisites and co-requisites																		
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 1550 794 1581">Subject passing criteria</th> <th data-bbox="801 1550 1139 1581">Passing threshold</th> <th data-bbox="1145 1550 1482 1581">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 1585 794 1617">Test</td> <td data-bbox="801 1585 1139 1617">60.0%</td> <td data-bbox="1145 1585 1482 1617">30.0%</td> </tr> <tr> <td data-bbox="456 1621 794 1653">Exam</td> <td data-bbox="801 1621 1139 1653">52.5%</td> <td data-bbox="1145 1621 1482 1653">40.0%</td> </tr> <tr> <td data-bbox="456 1657 794 1688">5 tests per semester</td> <td data-bbox="801 1657 1139 1688">52.5%</td> <td data-bbox="1145 1657 1482 1688">15.0%</td> </tr> <tr> <td data-bbox="456 1693 794 1724">Laboratory tasks</td> <td data-bbox="801 1693 1139 1724">52.5%</td> <td data-bbox="1145 1693 1482 1724">15.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Test	60.0%	30.0%	Exam	52.5%	40.0%	5 tests per semester	52.5%	15.0%	Laboratory tasks	52.5%	15.0%
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Recommended reading	Basic literature	<p>Kotler. P., Keller K.L., Marketing, Dom Wyd. Rebis, Poznań 2012          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          Churchill G.A. (2002), Badania marketingowe. Podstawy metodologiczne, Wydawnictwo Naukowe PWN, Warszawa</p>																

	Supplementary literature	M. Daszkowska (red.) (2005). Marketing. Ujęcie systemowe, Wydawnictwo PG. Maison D., Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta, WN PWN, Warszawa 2010 Sagan A., Badania marketingowe. Podstawowe kierunki, Wyd. AE w Krakowie, Kraków 2004 Walesiak M., Metody analizy danych marketingowych, PWN, Warszawa 1996 Drafińska A., Marketing relacji we współczesnym świecie, PG Gdańsk 2020
	eResources addresses	Adresy na platformie eNauczenie: MARKETING I BADANIA MARKETINGOWE - Z II ST MSU 4, sem. 1 - 2023/24 - Moodle ID: 31456 <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=31456">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=31456</a>
Example issues/ example questions/ tasks being completed	<p>Discuss the elements of the marketing system</p> <p>Define the concept of marketing research</p> <p>List the stages of the marketing research process; present the goals and methods of conducting exploratory research</p> <p>Explain the essence of panel research</p> <p>Present the rule of assigning numbers to objects and an example of a question at the level of measurement</p> <p>Build a question on a Likert scale</p> <p>List the steps in the sampling proces</p> <p>Explain the essence of stratified sampling</p> <p>Build a positional scale question and submit a completed codebook for it</p> <p>Introduce the general form of simple tabulation</p>	
Work placement	Not applicable	