



Subject card

Subject name and code	MARKETING AND MARKETING RESEARCH, PG_00060985						
Field of study	Management						
Date of commencement of studies	February 2024	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	Part-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	Wojciech Kowalczyk dr hab. Edyta Gołąb-Andrzejak					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	16.0	16.0	0.0	0.0	40
	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	40		5.0		105.0	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>EXERCISES</p> <ol style="list-style-type: none"> 1. Origins, concepts and concepts of marketing 2. The marketing system and its elements 3. Far and closer environment 4. Marketing strategy 5. Segmentation and selection of target market 6. Product 7. Pricing 8. Distribution 9. Promotion <p>LECTURE</p> <ol style="list-style-type: none"> 1. Essence and typology of marketing research 2. Process and design of marketing research 3. Measurement and its levels 4. construction of a measurement instrument on the example of a questionnaire 5. measurement of attitudes 6. The sampling process 7. Control, reduction and coding of data 8. Preliminary data analysis and breakdown of data analysis methods <p>LABORATORY</p> <ol style="list-style-type: none"> 1. Introduction of laboratory tasks in the new product concept study; discussion of report structure 2. Analysis and selection of the new product concept and its refinement (need, form, technique); development of a new product concept charter product concept sheet 3. Formulation of research problems and preliminary list of questions 4. Design of questions for the questionnaire in terms of diagnosing needs and ways of satisfying them Design questions for the questionnaire in regarding assessment of attitudes towards the concept, preferred functions and features of the product and potential purchasing behaviour; testing questionnaire and its verification 5. sampling design for the survey and data collection 6. Preparation of the codebook; data reduction and categorisation of responses to open questions 7. Coding of data; simple tabulation and other data analysis 8. compilation of results and conclusions; identification of limitations of the survey; integration of compiled items into a report 																	
Prerequisites and co-requisites																		
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="453 1032 794 1061">Subject passing criteria</th> <th data-bbox="794 1032 1139 1061">Passing threshold</th> <th data-bbox="1139 1032 1485 1061">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="453 1068 794 1093">3 tests per semester</td> <td data-bbox="794 1068 1139 1093">52.5%</td> <td data-bbox="1139 1068 1485 1093">15.0%</td> </tr> <tr> <td data-bbox="453 1099 794 1124">Laboratory tasks</td> <td data-bbox="794 1099 1139 1124">52.5%</td> <td data-bbox="1139 1099 1485 1124">15.0%</td> </tr> <tr> <td data-bbox="453 1131 794 1155">Test</td> <td data-bbox="794 1131 1139 1155">60.0%</td> <td data-bbox="1139 1131 1485 1155">30.0%</td> </tr> <tr> <td data-bbox="453 1162 794 1187">Exam</td> <td data-bbox="794 1162 1139 1187">52.5%</td> <td data-bbox="1139 1162 1485 1187">40.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	3 tests per semester	52.5%	15.0%	Laboratory tasks	52.5%	15.0%	Test	60.0%	30.0%	Exam	52.5%	40.0%
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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	<p>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 Drapińska A., Marketing relacji we współczesnym świecie, PG Gdańsk 2020 Marketing. Ujęcie systemowe, M. Daszkowska M. (red.), Wydawnictwo PG, Gdańsk 2005</p>																
	eResources addresses	<p>Adresy na platformie eNauczanie: MARKETING I BADANIA MARKETINGOWE _ZII N_2023/24 - sem. letni - Moodle ID: 36659 https://enauzanie.pg.edu.pl/moodle/course/view.php?id=36659</p>																
Example issues/ example questions/ tasks being completed	<p>Discuss the elements of the marketing system Define the concept of marketing research List the stages of the marketing research process; present the goals and methods of conducting exploratory research Explain the essence of panel research Present the rule of assigning numbers to objects and an example of a question at the level of measurement Build a question on a Likert scale List the steps in the sampling process Explain the essence of stratified sampling Build a positional scale question and submit a completed codebook for it Introduce the general form of simple tabulation</p>																	

Work placement	Not applicable
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