



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 marketing2. The marketing system and its elements3. Far and closer environment4. Marketing strategy5. Segmentation and selection of target market6. Product7. Pricing8. Distribution9. Promotion <p>LECTURE</p> <ol style="list-style-type: none">1. Essence and typology of marketing research2. Process and design of marketing research3. Measurement and its levels4. construction of a measurement instrument on the example of a questionnaire5. measurement of attitudes6. The sampling process7. Control, reduction and coding of data8. 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 structure2. Analysis and selection of the new product concept and its refinement (need, form, technique); development of a new product concept charter product concept sheet3. Formulation of research problems and preliminary list of questions4. 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 verification5. sampling design for the survey and data collection6. Preparation of the codebook; data reduction and categorisation of responses to open questions7. Coding of data;simple tabulation and other data analysis8. 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><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>3 tests per semester</td><td>52.5%</td><td>15.0%</td></tr><tr><td>Laboratory tasks</td><td>52.5%</td><td>15.0%</td></tr><tr><td>Test</td><td>60.0%</td><td>30.0%</td></tr><tr><td>Exam</td><td>52.5%</td><td>40.0%</td></tr></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%		
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%																
Recommended reading	<table><tr><td>Basic literature</td><td>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 Churchil G.A. (2002), Badania marketingowe. Podstawy metodologiczne, Wydawnictwo Naukowe PWN, Warszawa</td></tr><tr><td>Supplementary literature</td><td>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</td></tr><tr><td>eResources addresses</td><td>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</td></tr></table>	Basic literature	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 Churchil G.A. (2002), Badania marketingowe. Podstawy metodologiczne, Wydawnictwo Naukowe PWN, Warszawa	Supplementary literature	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	eResources addresses	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											
Basic literature	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 Churchil G.A. (2002), Badania marketingowe. Podstawy metodologiczne, Wydawnictwo Naukowe PWN, Warszawa																	
Supplementary literature	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																	
eResources addresses	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																	
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
----------------	----------------

Document generated electronically. Does not require a seal or signature.