



Subject card

Subject name and code	QUALITATIVE METHODS IN MARKETING RESEARCH, PG_00061068						
Field of study	Management, Management						
Date of commencement of studies	February 2024	Academic year of realisation of subject			2025/2026		
Education level	second-cycle studies	Subject group			Optional subject group		
Mode of study	Part-time studies (on-line)	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	4	ECTS credits			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Natalia Przybylska				
	Teachers		dr Natalia Przybylska				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	16.0	0.0	0.0	0.0	16
	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	16		4.0		30.0	50
Subject objectives	Surveys complex marketing problems of organizations using various qualitative methods						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W04] analyzes complex management problems in an in-depth way on the basis of reliable data and properly selected methods, obtaining logical solutions		creates solutions to complex marketing problems of organizations using in-depth qualitative methods		[SW1] Assessment of factual knowledge		
	[K7_K01] recognizes the importance of knowledge related to the field of study in solving cognitive and practical problems		explains cognitive and practical problems with the market situation of the organization based on the acquired knowledge		[SK5] Assessment of ability to solve problems that arise in practice		
Subject contents	Qualitative research introduction Association test Projective techniques Personification (Brand Archetypes) Collage Incomplete Sentences Test (Rotter) Planning group interviews Case study						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Tasks		50.0%		50.0%		
	Test		50.0%		50.0%		
Recommended reading	Basic literature		Dominika Maison, Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta, PWN, 2010 David Silverman, Prowadzenie badań jakościowych, PWN, 2008 Beata Glinka, Wojciech Czakon, Podstawy badań jakościowych, Warszawa, 2021				
	Supplementary literature		Flick, U. (2009). An introduction to qualitative research. Sage Publications Yin R. (2003). Case Study Research. Design and Methods. 3rd ed. Sage Publications				
	eResources addresses		Adresy na platformie eNauczanie:				

Example issues/ example questions/ tasks being completed	Prepare an in-depth interview scenario Prepare a list of research questions for the project
Work placement	Not applicable

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