



## Subject card

Subject name and code	MARKETING RESEARCH, PG_00061183						
Field of study	Management						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2024/2025		
Education level	first-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	2	Language of instruction			English		
Semester of study	4	ECTS credits			4.0		
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. Dariusz Dąbrowski					
	Teachers	Michał Makowski dr hab. inż. Dariusz Dąbrowski					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	30.0	0.0	0.0	45
	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	45	8.0		47.0	100	
Subject objectives	Uses various methods of obtaining and analyzing information necessary to conduct marketing activities						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U03] demonstrates professional and effective teamwork, both as a leader and as a team member		plans marketing activities based on a critical assessment of the results of the analyzes carried out, working in a team		[SU3] Assessment of ability to use knowledge gained from the subject		
	[K6_W05] integrates data from many sources to analyze complex problems of modern management		obtains the necessary information using a diverse set of methods appropriate to the purpose of the study, making their proper interpretation		[SW1] Assessment of factual knowledge		

Subject contents	<p><b>LECTURE</b>  The essence and typology of marketing research  Marketing research process and design  Measurement and its levels  Construction of a measuring instrument on the example of a questionnaire  Measurement of attitudes  Sampling process; data control, reduction and coding  Initial data analysis and division of data analysis methods  Two-dimensional (interdependence of variables) and multidimensional methods of data analysis (including cluster analysis)  Non-standardized interviews and projection methods  Observations  Survey procedures (surveys)  Ethics of marketing research</p> <p><b>LABORATORY</b>  Presentation of laboratory tasks as part of the study of the concept of a new product  Overview of the structure of the report  Analysis and selection of the concept of a new product and its refinement (need, form, technique)  Development of a new product concept card  Formulating research problems and a preliminary list of questions  Designing questions for the questionnaire in the field of diagnosing needs and ways of meeting them  Designing questions for the questionnaire regarding the assessment of attitudes towards the concept, Preferred functions and features of the product and potential purchasing behavior  Testing the questionnaire and its verification  Design of the sample selection for the study and data collection  Preparation of the code book  Data reduction and categorization of answers to open questions  Data encoding  Simple tabulation and other data analysis  Development of results and conclusions  Identification of study limitations  Integration of the developed elements in the form of a report</p>														
Prerequisites and co-requisites															
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 911 794 943">Subject passing criteria</th> <th data-bbox="801 911 1139 943">Passing threshold</th> <th data-bbox="1145 911 1482 943">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 952 794 983">5 tests per semester</td> <td data-bbox="801 952 1139 983">50.0%</td> <td data-bbox="1145 952 1482 983">24.5%</td> </tr> <tr> <td data-bbox="456 992 794 1023">Laboratory tasks</td> <td data-bbox="801 992 1139 1023">50.0%</td> <td data-bbox="1145 992 1482 1023">24.5%</td> </tr> <tr> <td data-bbox="456 1032 794 1046">Written exam</td> <td data-bbox="801 1032 1139 1046">50.0%</td> <td data-bbox="1145 1032 1482 1046">51.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	5 tests per semester	50.0%	24.5%	Laboratory tasks	50.0%	24.5%	Written exam	50.0%	51.0%
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Example issues/ example questions/ tasks being completed	Define the concept of marketing research List the steps of the marketing research process Present the goals and ways 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 Explain the essence of cluster analysis List the basic methods of collecting primary data Explain the essence of in-depth interviews Describe focus group interviews What is interrogation and standardization in survey procedures Define a questionnaire interview What are the ethical standards for conducting research with children														
Work placement	Not applicable														

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