



## Subject card

Subject name and code	QUALITATIVE METHODS FOR MARKET RESEARCH, PG_00061118						
Field of study	Management						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2024/2025		
Education level	second-cycle studies	Subject group			Optional subject group		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			English		
Semester of study	3	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	30.0	0.0	0.0	0.0	30
	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	30	3.0		17.0		50
Subject objectives	Surveys complex marketing problems of organizations using various qualitative methods						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[K7_U04] prepares and presents convincing, professional presentations of analysis results, with their in-depth interpretation		creates solutions to complex marketing problems of organizations using in-depth qualitative methods			[SU4] Assessment of ability to use methods and tools	
	[K7_K01] recognizes the importance of knowledge related to the field of study in solving cognitive and practical problems		explains cognitive and practical problems regarding 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 in groups		50.0%			50.0%	
	Test		50.0%			50.0%	
Recommended reading	Basic literature		Alan Bryman and Emma Bell, Business Research Methods, OUP, Oxford 2011				
	Supplementary literature		Silverman, D. (2007/2013). A Very Short, Fairly Interesting and Reasonably Cheap Book about Qualitative Research, Sage (This book provides you with a very unusual approach to understanding qualitative research methods) 1st or 2nd ed. Flick, U. (2009). An introduction to qualitative research. <a href="#">Sage Publications</a> Yin R. (2003). Case Study Research. Design and Methods. 3rd ed. Sage Publications Mason J., Qualitative researching, Sage Publications, 1st/2nd ed.				
	eResources addresses		Adresy na platformie eNauczanie:				

Example issues/ example questions/ tasks being completed	Prepare a list of research questions for the project Give examples of research in which group focus methods are used Prepare an in-depth interview scenario
Work placement	Not applicable