



Subject card

Subject name and code	MARKETING RESEARCH, PG_00058557						
Field of study	Economic Analytics						
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	Part-time studies (on-line)	Mode of delivery			blended-learning		
Year of study	2	Language of instruction			Polish		
Semester of study	3	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	16.0	0.0	16.0	0.0	0.0	32
	E-learning hours included: 24.0						
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	32	15.0		103.0	150	
Subject objectives	Selects various methods of obtaining relevant data and information that, after analysis, are necessary to solve a defined problem						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_W05] integrates data from multiple sources to analyze complex economic problems	integrates data from many sources in order to analyze complex marketing problems			[SW1] Assessment of factual knowledge		
	[K6_U03] demonstrates professional and effective teamwork, both as a leader and a member of the team	demonstrates a professional and effective performance as part of the work of the team conducting marketing research			[SU4] Assessment of ability to use methods and tools		

Subject contents	<p>LECTURE The essence of marketing research. Research typology. The importance of marketing research in business practice. Marketing research process and design. Research problems. The value of information. Measurement and its levels. Dependence of the measurement level on the type of the studied variable (examples of questions). Construction of a measuring instrument on the example of a questionnaire. Creating an online research tool - CAWI Google Forms research; Qualtrics. Pilot study. Types of questions in the questionnaire. Measurement of attitudes. Analysis of the types of questions (examples of questions). Sampling process. Methods of estimating the number and methods of sampling. Marketing research errors. Data control, reduction and coding. Classification of answers to open and semi-open questions that are disjunctive and conjunctive cafeterias. Initial data analysis. General breakdown of data analysis methods. Development of statistical graphs for metric and non-metric variables using SPSS. The correlation of two non-metric variables. Two-way tabulation in SPSS. Characteristics of data collection methods: qualitative interviews and projection techniques. Case study animation test. Characteristics of data collection methods: observations and survey procedures. Mystery shopper research - case study. Research conducted by market research agencies on the example of PBS (CAWI; CATI; CAPI; PAPI).</p> <p>LABORATORY Presentation of exercises and the rules for passing the exercises. Overview of the research - test of the concept of a new product or service. Presentation of the structure of the research report. Development of the concept of new products / services - brainstorming and analysis of the market offer. Development of a new product concept selection card - analysis and selection of a new product concept and its refinement (need, form, technique). Creating a concept card for a new product for the survey. Formulating and decomposing a research problem and creating an initial list of questions - brainstorming. Designing a survey questionnaire - arranging questions for the questionnaire about: needs and ways of satisfying them, assessing attitudes towards the concept, preferred functions and features of the product and potential purchasing behavior. Development of the questionnaire using Google Forms. Pilot study - questionnaire testing and verification. Design of sample selection for the study and data collection. Development of a codebook for the questionnaire from the proper study. Data reduction and categorization of responses to open-ended questions. Development of a data matrix in Excel - data coding. One-dimensional data analysis - simple tabulation - using the SPSS. Two-dimensional methods of data analysis - SPSS. Aggregating responses from the survey - developing the results and conclusions in the report. Determining the limitations of the study and integrating all developed elements in the form of a report.</p>														
Prerequisites and co-requisites	Principles of Marketing														
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 1178 794 1205">Subject passing criteria</th> <th data-bbox="801 1178 1139 1205">Passing threshold</th> <th data-bbox="1145 1178 1482 1205">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 1214 794 1240">5 Mid-term tests</td> <td data-bbox="801 1214 1139 1240">52.5%</td> <td data-bbox="1145 1214 1482 1240">24.5%</td> </tr> <tr> <td data-bbox="456 1249 794 1276">Written exam</td> <td data-bbox="801 1249 1139 1276">52.5%</td> <td data-bbox="1145 1249 1482 1276">51.0%</td> </tr> <tr> <td data-bbox="456 1285 794 1312">Laboratory tasks</td> <td data-bbox="801 1285 1139 1312">52.5%</td> <td data-bbox="1145 1285 1482 1312">24.5%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	5 Mid-term tests	52.5%	24.5%	Written exam	52.5%	51.0%	Laboratory tasks	52.5%	24.5%
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<p>Example issues/ example questions/ tasks being completed</p>	<p>Define marketing research. Name phases of marketing research process. Present purposes and ways of conducting exploratory research. Explain the essence of longitudinal studies on panels. Present the rule of assigning numbers to objects and give an example of a question in the interval level of measurement. Develop a question in the Likert scale. Name all phases of the sampling process. Explain the essence of stratified random sampling. Build a question in the itemized-category scale and develop a codebook for it. Present the general form of one-way tabulation. Name basic methods of gathering primary data. Characterize the focus group interview. What is meant by interrogation and standardization within the survey. Define personal interview.</p>
<p>Work placement</p>	<p>Not applicable</p>

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