



Subject card

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|---|--|--|--|-------------------------------------|--|------------|-----|
| Subject name and code | MARKETING RESEARCH, PG_00061408 | | | | | | |
| Field of study | Engineering Management | | | | | | |
| Date of commencement of studies | October 2023 | Academic year of realisation of subject | | | 2025/2026 | | |
| 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 | Mode of delivery | | | at the university | | |
| Year of study | 3 | Language of instruction | | | Polish | | |
| Semester of study | 5 | ECTS credits | | | 5.0 | | |
| 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 | | dr hab. inż. Magdalena Brzozowska-Woś | | | | |
| Lesson types and methods of instruction | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 8.0 | 0.0 | 16.0 | 0.0 | 0.0 | 24 |
| | 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 | 24 | | 7.0 | | 94.0 | 125 |
| 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_U05] designs innovative solutions for complex management processes, using appropriate methods and techniques | | plans marketing activities based on a critical assessment of the results of analyzes of information obtained from research | | [SU2] Assessment of ability to analyse information | | |
| | [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>LECTURE</p> <p>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>LABORATORY</p> <p>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="451 909 794 943">Subject passing criteria</th> <th data-bbox="794 909 1137 943">Passing threshold</th> <th data-bbox="1137 909 1477 943">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="451 943 794 976">Written exam</td> <td data-bbox="794 943 1137 976">52.5%</td> <td data-bbox="1137 943 1477 976">51.0%</td> </tr> <tr> <td data-bbox="451 976 794 1010">5 tests per semester</td> <td data-bbox="794 976 1137 1010">52.5%</td> <td data-bbox="1137 976 1477 1010">24.5%</td> </tr> <tr> <td data-bbox="451 1010 794 1043">Laboratory tasks</td> <td data-bbox="794 1010 1137 1043">52.5%</td> <td data-bbox="1137 1010 1477 1043">24.5%</td> </tr> </tbody> </table> | | | Subject passing criteria | Passing threshold | Percentage of the final grade | Written exam | 52.5% | 51.0% | 5 tests per semester | 52.5% | 24.5% | Laboratory tasks | 52.5% | 24.5% |
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| 5 tests per semester | 52.5% | 24.5% | | | | | | | | | | | | | |
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| Example issues/ example questions/ tasks being completed | <p>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</p> | | | | | | | | | | | | | | |
| Work placement | Not applicable | | | | | | | | | | | | | | |

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