



Subject card

Subject name and code	MARKETING RESEARCH, PG_00061094						
Field of study	Management						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	second-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	1	Language of instruction			English		
Semester of study	1	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	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	6.0		49.0	100	
Subject objectives	Acquires and analyzes marketing information using various methods, using the results obtained in decision-making processes						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U03] formulates research problems and selects appropriate analytical methods for their effective solution, using advanced IT tools, and evaluates the results critically		achieves effective answers to research questions by supporting properly selected methods with the use of modern information technologies		[SU4] Assessment of ability to use methods and tools		
	[K7_W03] demonstrates in-depth preparation in the application of analytical methods and techniques for formulating and solving problems		formulates research problems related to marketing activities, selecting appropriate methods to solve them		[SW1] Assessment of factual knowledge		

Subject contents	<p>LECTURE 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 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 1487 943">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="451 943 794 976">Laboratory tasks</td> <td data-bbox="794 943 1137 976">50.0%</td> <td data-bbox="1137 943 1487 976">24.5%</td> </tr> <tr> <td data-bbox="451 976 794 1010">Written exam</td> <td data-bbox="794 976 1137 1010">50.0%</td> <td data-bbox="1137 976 1487 1010">51.0%</td> </tr> <tr> <td data-bbox="451 1010 794 1043">5 tests per semester</td> <td data-bbox="794 1010 1137 1043">50.0%</td> <td data-bbox="1137 1010 1487 1043">24.5%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Laboratory tasks	50.0%	24.5%	Written exam	50.0%	51.0%	5 tests per semester	50.0%	24.5%
Subject passing criteria	Passing threshold	Percentage of the final grade													
Laboratory tasks	50.0%	24.5%													
Written exam	50.0%	51.0%													
5 tests per semester	50.0%	24.5%													
Recommended reading	<table border="1"> <tbody> <tr> <td data-bbox="451 1055 794 1200">Basic literature</td> <td colspan="2" data-bbox="794 1055 1487 1200"> D. D. Iacobucci, G.A. Churchill, "Marketing Research: Methodological Foundations", 11th ed., Earle Lite Books, 2015 G. A. Churchill, T. J. Brown, "Basic Marketing Research", Sixth Ed., Thomson South-Western, 2007 D. A. Aaker, V. Kumar, G. S. Day, "Marketing Research", Wiley John and Sons, 2007 </td> </tr> <tr> <td data-bbox="451 1200 794 1335">Supplementary literature</td> <td colspan="2" data-bbox="794 1200 1487 1335"> N. K. Malhorta, "Marketing Research", Pearson Education, 2006 J. F. Hair, R. P. Bush, D. J. Ortinau, "Marketing Research. In a Digital Information Environment", McGraw-Hill Irwin, 2009 M. J. Schmidt, S. Hollensen, "Marketing Research. An International Approach", Prentice Hall, 2006 </td> </tr> <tr> <td data-bbox="451 1335 794 1368">eResources addresses</td> <td colspan="2" data-bbox="794 1335 1487 1368">Adresy na platformie eNauczenie:</td> </tr> </tbody> </table>			Basic literature	D. D. Iacobucci, G.A. Churchill, "Marketing Research: Methodological Foundations", 11th ed., Earle Lite Books, 2015 G. A. Churchill, T. J. Brown, "Basic Marketing Research", Sixth Ed., Thomson South-Western, 2007 D. A. Aaker, V. Kumar, G. S. Day, "Marketing Research", Wiley John and Sons, 2007		Supplementary literature	N. K. Malhorta, "Marketing Research", Pearson Education, 2006 J. F. Hair, R. P. Bush, D. J. Ortinau, "Marketing Research. In a Digital Information Environment", McGraw-Hill Irwin, 2009 M. J. Schmidt, S. Hollensen, "Marketing Research. An International Approach", Prentice Hall, 2006		eResources addresses	Adresy na platformie eNauczenie:				
Basic literature	D. D. Iacobucci, G.A. Churchill, "Marketing Research: Methodological Foundations", 11th ed., Earle Lite Books, 2015 G. A. Churchill, T. J. Brown, "Basic Marketing Research", Sixth Ed., Thomson South-Western, 2007 D. A. Aaker, V. Kumar, G. S. Day, "Marketing Research", Wiley John and Sons, 2007														
Supplementary literature	N. K. Malhorta, "Marketing Research", Pearson Education, 2006 J. F. Hair, R. P. Bush, D. J. Ortinau, "Marketing Research. In a Digital Information Environment", McGraw-Hill Irwin, 2009 M. J. Schmidt, S. Hollensen, "Marketing Research. An International Approach", Prentice Hall, 2006														
eResources addresses	Adresy na platformie eNauczenie:														
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														