

。 GDAŃSK UNIVERSITY OF TECHNOLOGY

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	Subject supervisor		dr hab. inż. Dariusz Dąbrowski						
of lecturer (lecturers)	Teachers		dr hab. inż. D	ariusz Dąbrow	ski				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Projec	t	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 S		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			

Description Constraints The essence and typology of marketing research Massurement of process and design Massurement of alludies Sampling process; data control, refulction and coding Two-dimensional interdependence of variables) and multidimesional methods of data analysis (including duration of alludies) Sampling process; data control, refulction and coding Two-dimensional interdependence of variables) and multidimesional methods of data analysis (including duration of the second Description of the report Analysis and selection of the concept of a new product Description and the second of the report Analysis and selection of the concept of a new product Description and the concept of a new product and is refinement (need, form, technique) Development of a new product concept card Description and features of the report Presentation? Prefered functions and features of the report Analysis and selection of the concept of a new product and is refinement (need, form, technique) Development of a new product concept card Descripting questions for the questionnaire regarding the assessment of attuitues to two sets and present Design of the sample selection Prerequisites Assessment methods and correquisites Assessment methods and correquisites Estimate and conception the study and disconlenction base and the assing threshold Recommended reading Basic literature 50.0% 24.5% Subject passing orderina D. Lacobucci, G.A. Churchill, "Maketing Research". Methodological Found correquisites Assessment								
Assessment methods and criteria Subject passing criteria Passing threshold Percentage of the final grade Laboratory tasks 50.0% 24.5% Written exam 50.0% 24.5% Recommended reading Basic literature D. D. lacobucci, G.A. Churchill, "Marketing Research", Sixth Ed., Thomson South-Western, 2007 D. A Aker, V. Kumar, G. S. Day, "Marketing Research", Sixth Ed., Thomson South-Western, 2007 D. A. Aker, V. Kumar, G. S. Day, "Marketing Research", Wiley John and Sons, 2007 Supplementary literature N. K. Malhorta, "Marketing Research", Pearson Eductaion, 2006 J. F. Hair, R. P. Bush, D. J. Ortinau, "Marketing Research", In a Digital Information Environment", McGraw-Hill Ilwin, 2009 M. J. Schnidt, S. Hollensen, "Marketing Research. In a Digital Information Environment", McGraw-Hill Ilwin, 2009 Example issues/ example questions/ tasks being completed Define the concept of marketing 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 of the marketing research 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 group interviews Describe focus group interviews Describe focus group interview What is interrogation and standardization in survey procedures Define a questional scale question and submit a completed codebook for it Introduce the general form of simple tabulation Explain the essence of lunderpth interviews D	Prerequisites	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 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 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						
and criteria Laboratory tasks 50.0% 24.5% Written exam 50.0% 51.0% Stests per semester 50.0% 24.5% Recommended reading Basic literature D. D. lacobucci, G.A. Churchill, "Warketing Research: Methodological Foundations", 11th ed. Earlie 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. Malhota, "Marketing Research", Pearson Eductaion, 2006 J. F. Hair, R. P. Bush, D. J. Ortinau, "Marketing Research," an Digital Information Environment", McGraw-Hill Iwin, 2009 M. Schmidt, S. Hollensen, "Marketing Research, an Digital Information Environment", McGraw-Hill Iwin, 2009 M. Schmidt, S. Hollensen, "Marketing Research, an Digital Information Environment", McGraw-Hill Iwin, 2009 M. Schmidt, S. Hollensen, "Marketing Research, an International Approach", Prentice Hall, 2006 example issues/ eesence of panel research example questions/ Define the concept of marketing research process Present the rule of assigning numbers to objects and an example of a question at the level of measurement Build a question and scale question and submit a completed codebook for it Introduce the general form of simple tabulation List the steps of stratified sampling Build a positional scale question and sta	and co-requisites							
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	Work placement	Not applicable						