



Subject card

Subject name and code	MARKETING AND MARKETING RESEARCH, PG_00063770						
Field of study	Management						
Date of commencement of studies	February 2025		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	Part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		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		dr hab. Edyta Gołąb-Andrzejak dr inż. Izabela Borucińska Wojciech Kowalczyk				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	16.0	16.0	0.0	0.0	40
	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	40		6.0		104.0	150
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_W03] demonstrates in-depth preparation in the application of management methods and techniques for formulating and solving management problems		formulates research problems related to marketing activities, selecting appropriate methods to solve them		[SW1] Assessment of factual knowledge		
	[K7_U03] formulates research problems and selects appropriate research methods for their effective solution, using advanced IT tools, and evaluates the obtained 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		

Subject contents	EXERCISES 1. Origins, concepts and concepts of marketing 2. The marketing system and its elements 3. Far and closer environment 4. Marketing strategy 5. Segmentation and selection of target market 6. Product 7. Pricing 8. Distribution 9. Promotion LECTURE 1. Essence and typology of marketing research 2. Process and design of marketing research 3. Measurement and its levels 4. construction of a measurement instrument on the example of a questionnaire 5. measurement of attitudes 6. The sampling process 7. Control, reduction and coding of data 8. Preliminary data analysis and breakdown of data analysis methods LABORATORY 1. Introduction of laboratory tasks in the new product concept study; discussion of report structure 2. Analysis and selection of the new product concept and its refinement (need, form, technique); development of a new product concept charter product concept sheet 3. Formulation of research problems and preliminary list of questions 4. Design of questions for the questionnaire in terms of diagnosing needs and ways of satisfying them Design questions for the questionnaire in regarding assessment of attitudes towards the concept, preferred functions and features of the product and potential purchasing behaviour; testing questionnaire and its verification 5. sampling design for the survey and data collection 6. Preparation of the codebook; data reduction and categorisation of responses to open questions 7. Coding of data; simple tabulation and other data analysis 8. compilation of results and conclusions; identification of limitations of the survey; integration of compiled items into a report		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	60.0%	30.0%
	Exam	52.5%	40.0%
	Laboratory tasks	52.5%	15.0%
	3 tests per semester	52.5%	15.0%
Recommended reading	Basic literature	Kotler. P, Keller K.L., Chernev A., Marketing, Dom Wyd. Rebis, Poznań 2025 Badania marketingowe. Nowe metody badań i zastosowania, red. nauk. Milic-Czerniak R. (2019), Difin Makowski M. (2018), Gromadzenie i analiza danych rynkowych w praktyce, CeDeWu Gregor B., Kalińska-Kula M. (2014), Badania marketingowe na użytek decyzji menedżerskich, Wyd. Uniwersytetu Łódzkiego Kaczmarczyk S. (2011), Badania marketingowe. Podstawy metodyczne, PWE, Warszawa Churchil G.A. (2002), Badania marketingowe. Podstawy metodologiczne, Wydawnictwo Naukowe PWN, Warszawa	
	Supplementary literature	Marketing. Podręcznik akademicki, red. Waśkowski, Wyd. UE w Poznaniu, Poznań 2022 Michalski E., Marketing. Podręcznik akademicki, Wydawnictwo Naukowe PWN, Warszawa 2023 Kotler, P, Kartajaya, H., Setiawan, I., Marketing 6.0. Przyszłość jest immersyjna, MT Biznes, Warszawa, 2024 Maison D., Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta, WN PWN, Warszawa 2010 Sagan A., Badania marketingowe. Podstawowe kierunki, Wyd. AE w Krakowie, Kraków 2004 Walesiak M., Metody analizy danych marketingowych, PWN, Warszawa 1996 Drapińska A., Marketing relacji we współczesnym świecie, PG Gdańsk 2020 Marketing. Ujęcie systemowe, M. Daszkowska M. (red.), Wydawnictwo PG, Gdańsk 2005	
	eResources addresses	Adresy na platformie eNauczanie: MARKETING I BADANIA MARKETINGOWE _ZII N_2024/25 - sem. letni - Moodle ID: 40114 https://enauzanie.pg.edu.pl/moodle/course/view.php?id=40114	

Example issues/ example questions/ tasks being completed	Discuss the elements of the marketing system Define the concept of marketing research List the stages of the marketing research process; present the goals and methods 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
Work placement	Not applicable

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