



Subject card

Subject name and code	Marketing research, PG_00053006						
Field of study	Data Engineering						
Date of commencement of studies	October 2024	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	Full-time studies	Mode of delivery				at the university	
Year of study	2	Language of instruction				English	
Semester of study	4	ECTS credits				3.0	
Learning profile	general academic profile	Assessment form				assessment	
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		2.0		28.0	75
Subject objectives	The aim of the course is to acquaint students with different methods of gathering and analysing information needed for marketing activity.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[K6_K02] makes competent and ethical decisions to create and maintain economic, social and environmental values		Student is able to make competent and ethical decisions in the process of planning and conducting marketing research			[SK2] Assessment of progress of work	
	[K6_W05] integrates data from multiple sources in order to analyze complex business problems		Student has knowledge of various data sources, methods of collecting them, and integrating them in the field of marketing research			[SW1] Assessment of factual knowledge	
	[K6_U05] develops innovative solutions for data analysis and processing, using appropriate methods and tools		Student is able to plan and analyze data using various methods and tools applied in marketing research			[SU2] Assessment of ability to analyse information	
Subject contents	LECTURE Essence and typology of marketing research; the marketing research process and research design; measurement and scales; questionnaire design; attitude design; sampling process; data editing and coding; introductory data analysis and division of data analysis methods; bivariate (relationship of variables) and multivariate data analysis (cluster analysis, methods of linear ordering); non-standardized interviews and projective methods; observations; surveys; determining market size; examples of marketing research; marketing research ethics. LABORATORY Presentation of the scope of laboratory (new product concept test) and structure of report; analysis of new product concepts and choosing concept for testing as well as refining this concept; developing new product concept chart; formulation of research problems and a list of preliminary questions; designing questions for questionnaire for diagnosing needs and ways of satisfying them; designing questions to measure attitude, preferences and purchase intention; testing the questionnaire and its improvement; designing sampling process and gathering data; drawing up the code book; data editing and categorization of open-ended questions; data coding; one-way tabulation and other methods of data analysis; drawing up results and conclusions; developing research limitations; integrating all elements in the report.						
Prerequisites and co-requisites	Principles of marketing						

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Laboratory tasks	52.5%	24.5%
	Written assessment	52.5%	51.0%
	5 Mid-term tests	52.5%	24.5%
Recommended reading	Basic literature	<p>D. D. Iacobucci, G.A. Churchill, "Marketing Research: Methodological Foundations", 11th ed., Earlie Lite Books, 2015</p> <p>J. F. Hair, R. P. Bush, D. J. Ortinau, "Essentials of Marketing Research", McGraw-Hill Irwin, 2023</p> <p>D. A. Aaker, V. Kumar, G. S. Day, "Marketing Research", Wiley John and Sons, 2007</p>	
	Supplementary literature	<p>P. Hague, "Marketing Research in Practice", Kogan Page, 2021</p> <p>M. J. Schmidt, S. Hollensen, "Marketing Research. An International Approach", Prentice Hall, 2006</p>	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	<p>Examples of questions: 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; explain the essence of cluster analysis; 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; what are the ethical rules for conducting research with children.</p>		
Work placement	Not applicable		

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