



## Subject card

Subject name and code	MARKETING RESEARCH, PG_00061459						
Field of study	Engineering Management						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
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 (on-line)	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. inż. Magdalena Brzozowska-Woś					
	Teachers						
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_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		
	[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		

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">5 tests per semester</td> <td data-bbox="794 943 1137 976">52.5%</td> <td data-bbox="1137 943 1477 976">24.5%</td> </tr> <tr> <td data-bbox="451 976 794 1010">Written exam</td> <td data-bbox="794 976 1137 1010">52.5%</td> <td data-bbox="1137 976 1477 1010">51.0%</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	5 tests per semester	52.5%	24.5%	Written exam	52.5%	51.0%	Laboratory tasks	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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