

## Subject card

Subject name and code	MARKETING RESEARCH, PG_00058557							
Field of study	Economic Analytics							
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	Part-time studies		Mode of delivery			at the university		
Year of study	2		Language of instruction			Polish		
Semester of study	3		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	Subject supervisor dr hab. Edyta Gołąb-Andrzejak							
of lecturer (lecturers)	Teachers							
Lesson types and methods	Lesson type	Lecture	Tutorial	Laboratory	Projec	t	Seminar	SUM
of instruction	Number of study hours	16.0	0.0	16.0	0.0		0.0	32
	E-learning hours included: 0.0						•	
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Self-study SUI		SUM		
	Number of study hours	32	32		15.0			150
Subject objectives	Selects various methods of obtaining relevant data and information that, after analysis, are necessary to solve a defined problem							
Learning outcomes	Course outcome		Subject outcome			Method of verification		
	[K6_W05] integrates data from multiple sources to analyze complex economic problems		integrates data from many sources in order to analyze complex marketing problems			[SW1] Assessment of factual knowledge		
	[K6_U03] demonstrates professional and effective teamwork, both as a leader and a member of the team		demonstrates a professional and effective performance as part of the work of the team conducting marketing research			[SU4] Assessment of ability to use methods and tools		

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The essence of marketing research. Research typology. The importance of marketing research in business practices.  Marketing research process and design. Research problems. The value of information in the problems of the value of information. The value of information is the studied variable (research process). Dependence of the measurement level on the type of the studied variable (resemples of questions). Construction of a measuring instrument on the example of a questionnaire. Creating an online research to C-AVMI Google Forms research. Qualitics. Pilot study. Types of questions in the questionnaire. Measurement of attludes. Analysis of the types of questions (examples of questions). Sampling process. Melabods of estending the number and methods of sampling. Data control, reduction and coding. Classification of answers to open and semi-open questions that are disjunctive and conjunctive cafetorias. Infatil data analysis. General breakdown of data analysis methods. Development of statistical graphs for method and the process of data collection methods: observations and survey procedures. Mystery shopper research characteristics of data collection methods: observations and survey procedures. Mystery shopper research cases study. Research conducted by market research agencies on the example of FBS (CAWI), CATI, CAF Determining the size of the market. Market capacity and absorptive capacity analysis. Marketing research and market research.  National and international professional opinion and market research organizations and research agencies.  LABORATOEY. Presentation of exercises and the rules for passing the exercises. Overview of the research - test of the concept of a rew product of services. Presentation of the structure of the research report.  Development of the concept of new products for the survey.  Presentation of the structure of the research report.  Presentation of the structure of the research report.  Presentation of the structure of the research report.  Development of the concept of the survey.	0 1 1 1 1	LECTURE						
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tasks being completed	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.
Work placement	Not applicable

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