



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 of lecturer (lecturers)	Subject supervisor		dr hab. Edyta Gołąb-Andrzejak				
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	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		Participation in consultation hours		Self-study	SUM
	Number of study hours	32		15.0		103.0	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		

Subject contents	<p>LECTURE</p> <p>The essence of marketing research. Research typology. The importance of marketing research in business practice.</p> <p>Marketing research process and design. Research problems. The value of information.</p> <p>Measurement and its levels. Dependence of the measurement level on the type of the studied variable (examples of questions).</p> <p>Construction of a measuring instrument on the example of a questionnaire. Creating an online research tool - CAWI Google Forms research; Qualtrics. Pilot study. Types of questions in the questionnaire.</p> <p>Measurement of attitudes. Analysis of the types of questions (examples of questions).</p> <p>Sampling process. Methods of estimating the number and methods of sampling.</p> <p>Marketing research errors.</p> <p>Data control, reduction and coding. Classification of answers to open and semi-open questions that are disjunctive and conjunctive cafeterias.</p> <p>Initial data analysis. General breakdown of data analysis methods. Development of statistical graphs for metric and non-metric variables using Statistica version 13.3.</p> <p>The correlation of two non-metric variables. Two-way tabulation in Statistica.</p> <p>Characteristics of data collection methods: qualitative interviews and projection techniques. Case study animation test.</p> <p>Characteristics of data collection methods: observations and survey procedures. Mystery shopper research - case study. Research conducted by market research agencies on the example of PBS (CAWI; CATI; CAPI; PAPI).</p> <p>Determining the size of the market. Market capacity and absorptive capacity analysis.</p> <p>Marketing research and market research.</p> <p>National and international professional opinion and market research organizations and research agencies.</p> <p>LABORATORY</p> <p>Presentation of exercises and the rules for passing the exercises. Overview of the research - test of the concept of a new product or service.</p> <p>Presentation of the structure of the research report.</p> <p>Development of the concept of new products / services - brainstorming and analysis of the market offer.</p> <p>Development of a new product concept selection card - analysis and selection of a new product concept and its refinement (need, form, technique).</p> <p>Creating a concept card for a new product for the survey.</p> <p>Formulating and decomposing a research problem and creating an initial list of questions - brainstorming.</p> <p>Designing a survey questionnaire - arranging questions for the questionnaire about: needs and ways of satisfying them, assessing attitudes towards the concept, preferred functions and features of the product and potential purchasing behavior.</p> <p>Development of the questionnaire using Google Forms.</p> <p>Pilot study - questionnaire testing and verification.</p> <p>Design of sample selection for the study and data collection.</p> <p>Development of a codebook for the questionnaire from the proper study. Data reduction and categorization of responses to open-ended questions. Development of a data matrix in Excel - data coding.</p> <p>One-dimensional data analysis - simple tabulation - using the Statistica program (version 13.3).</p> <p>Two-dimensional methods of data analysis - Statistica (version 13.3).</p> <p>Aggregating responses from the survey - developing the results and conclusions in the report.</p> <p>Determining the limitations of the study and integrating all developed elements in the form of a report.</p>		
Prerequisites and co-requisites	Principles of Marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	5 Mid-term tests	52.5%	24.5%
	Laboratory tasks	52.5%	24.5%
	Written exam	52.5%	51.0%
Recommended reading	Basic literature	<p>Badania marketingowe. Nowe metody badań i zastosowania. red. nauk. Milic-Czerniak, R. (2019). Warszawa: Difin.</p> <p>Makowski, M. (2018). Gromadzenie i analiza danych rynkowych w praktyce. Warszawa: CeDeWu.</p> <p>Gregor, B., Kalińska-Kula, M. (2014). Badania marketingowe na użytek decyzji menedżerskich. Łódź: Wyd. Uniwersytetu Łódzkiego.</p> <p>Kaczmarczyk, S. (2011). Badania marketingowe. Podstawy metodyczne. Warszawa: PWE.</p> <p>Churchil, G.A. (2002). Badania marketingowe. Podstawy metodologiczne. Warszawa: Wydawnictwo Naukowe PWN.</p>	
	Supplementary literature	<p>Maison, D. (2010). Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta. Warszawa: PWN.</p> <p>Sagan, A. (2004). Badania marketingowe. Podstawowe kierunki. Kraków: Wyd. AE w Krakowie.</p> <p>Walesiak, M. (1996). Metody analizy danych marketingowych. Warszawa: PWE.</p>	
	eResources addresses	Adresy na platformie eNauczanie:	

Example issues/ example questions/ tasks being completed	<p>Define marketing research.</p> <p>Name phases of marketing research process.</p> <p>Present purposes and ways of conducting exploratory research.</p> <p>Explain the essence of longitudinal studies on panels.</p> <p>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.</p> <p>Name all phases of the sampling process.</p> <p>Explain the essence of stratified random sampling.</p> <p>Build a question in the itemized-category scale and develop a codebook for it.</p> <p>Present the general form of one-way tabulation.</p> <p>Explain the essence of cluster analysis.</p> <p>Name basic methods of gathering primary data. Characterize the focus group interview. What is meant by interrogation and standardization within the survey.</p> <p>Define personal interview.</p> <p>What are the ethical rules for conducting research with children.</p>
Work placement	Not applicable