GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	MARKETING RESEARCH, PG_00066519		
Field of study	BADANIA MARKETINGOWE		
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 -> Wydziały Politechniki Gdańskiej		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. inż. Magdalena Brzozowska-Woś	
	Teachers	dr hab. inż. Magdalena Brzozowska-Woś Wojciech Kowalczyk	

Lesson types

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

eNauczanie source address: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=46355#section-0

Moodle ID: 46355 Badania marketingowe (nstac AGI) 2025-2026 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=46355

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	6.0	112.0	150

Subject objectives

To prepare students to plan and conduct marketing research (including CAWI, sampling procedures, questionnaire design and pilot testing, data processing, and analysis using statistical software) based on knowledge of the research process, variable measurement, and data quality. This will also foster attitudes related to research integrity, responsibility for the quality of conclusions, and effective collaboration within a research team - in the context of new product concept testing and managerial decision-making.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_W05] Possesses advanced knowledge of data integration from multiple sources and advanced analytical methods, enabling the analysis of complex economic problems.	understands the principles of integrating data from multiple sources and their impact on the validity of conclusions within the context of the marketing research process, including operationalization of variables, questionnaire design, sample selection, and preliminary analysis (such as tabulations and graphs)	[SW1] Ocena wiedzy faktograficznej
[K6_U03] Demonstrates professional and effective teamwork in addressing interdisciplinary problems, both as a leader and as a team member	is able to plan and implement a marketing study (testing a new product/service concept) collaboratively using the course's methods and tools, including designing a questionnaire, conducting a pilot test, preparing a codebook, integrating and analyzing data in statistical software, and presenting substantiated recommendations	[SU4] Ocena umiejętności korzystania z metod i narzędzi

Subject contents

Course content – lecture
LECTURE

1. Purpose, syllabus, and assessment method. The nature and typology of marketing research.
2. The process and design of marketing research. Decomposing the problem and aggregating responses in a questionnaire-based study. Measurement and its levels.
3. Designing a measurement instrument using a questionnaire as an example. Measuring attitudes.
4. The sampling process. Errors in marketing research. Data control, reduction, and coding.
5. Preliminary data analysis. General classification of data analysis methods.
6. Interdependence of two non-metric variables.
7. Characteristics of data collection methods: non-standardized interviews, projective methods, observations, and survey procedures.
8. Examples of research on various elements of marketing.

Course content – laboratory
LABORATORY

1. Project task, report structure, and lab assessment.
2. Analysis and selection of a new product concept (concept selection table). Detailed elaboration and characterization of the selected concept. Development of a new product concept sheet.
3. Formulating research problems and developing a preliminary list of questions. Designing the questionnaire.
4. Using questions to measure attitudes in the questionnaire. Designing the sampling. Testing the questionnaire.
5. Verifying the questionnaire and problems in light of the sampling. Developing the codebook. Conducting the actual study.
6. Data reduction, classifying responses to semi-open and open-ended questions. Completing the codebook. Coding the data. Developing a data matrix.
7. Simple tabulation (non-metric and metric characteristics). Compilation of simple tabulations in relation to specific research problems. Optionally, use other data analysis methods, such as binary tables and correlation measures.
8. Development of results, conclusions, and limitations. Integration of the developed elements in the form of a report.

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	60.0%	24.5%
Written exam in the form of a test with open-ended and closed-ended questions	60.0%	51.0%
Marketing research report	60.0%	24.5%

Recommended reading

Basic literature	Badania marketingowe. Nowe metody badań i zastosowania. red. nauk. Milic-Czerniak, R. (2019). Warszawa: Difin. Makowski, M. (2018). Gromadzenie i analiza danych rynkowych w praktyce. Warszawa: CeDeWu. Gregor, B., Kalińska-Kula, M. (2014). Badania marketingowe na użytek decyzji menedżerskich. Łódź: Wyd. Uniwersytetu Łódzkiego. Kaczmarczyk, S. (2011). Badania marketingowe. Podstawy metodyczne. Warszawa: PWE. Churchil, G.A. (2002). Badania marketingowe. Podstawy metodologiczne. Warszawa: Wydawnictwo Naukowe PWN.
Supplementary literature	Maison, D. (2010). Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta. Warszawa: PWN. Sagan, A. (2004). Badania marketingowe. Podstawowe kierunki. Kraków: Wyd. AE w Krakowie. Walesiak, M. (1996). Metody analizy danych marketingowych. Warszawa: PWE.
eResources addresses	

Example issues/ example questions/ 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.
Practical activites within the subject	Not applicable

Document generated electronically. Does not require a seal or signature.