GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	MARKETING RESEARCH, PG_00066519
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	6.0	112.0	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_U03] Demonstrates professional and effective teamwork in addressing interdisciplinary problems, both as a leader and as a team member	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
	[K6_W05] Possesses advanced knowledge of data integration from multiple sources and advanced analytical methods, enabling the analysis of complex economic problems.	integrates data from many sources in order to analyze complex marketing problems	[SW1] Assessment of factual knowledge

Subject contents	LECTURE
	The essence of marketing research. Research typology. The importance of marketing research in business practice.
	Marketing research process and design. Research problems. The value of information.
	Measurement and its levels. Dependence of the measurement level on the type of the studied variable (examples of questions).
	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.
	Measurement of attitudes. Analysis of the types of questions (examples of questions).
	Sampling process. Methods of estimating the number and methods of sampling.
	Marketing research errors.
	Data control, reduction and coding. Classification of answers to open and semi-open questions that are disjunctive and conjunctive cafeterias.
	Initial data analysis. General breakdown of data analysis methods. Development of statistical graphs for metric and non-metric variables.
	The correlation of two non-metric variables. Two-way tabulation.
	Characteristics of data collection methods: qualitative interviews and projection techniques. Case study animation test.
	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).
	LABORATORY
	Presentation of exercises and the rules for passing the exercises. Overview of the research - test of the concept of a new product or service.
	Presentation of the structure of the research report.
	Development of the concept of new products / services - brainstorming and analysis of the market offer.
	Development of a new product concept selection card - analysis and selection of a new product concept and its refinement (need, form, technique).
	Creating a concept card for a new product for the survey.
	Formulating and decomposing a research problem and creating an initial list of questions - brainstorming.
	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.
	Development of the questionnaire using Google Forms.
	Pilot study - questionnaire testing and verification.
	Design of sample selection for the study and data collection.
	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.
	One-dimensional data analysis - simple tabulation.
	Two-dimensional methods of data analysis.
	Aggregating responses from the survey - developing the results and conclusions in the report.
	Determining the limitations of the study and integrating all 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
Written exam	52.5%	51.0%
Laboratory tasks	52.5%	24.5%
5 Mid-term tests	52.5%	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	Adresy na platformie eNauczanie:

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.

Work placement	Not applicable

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