



Subject card

Subject name and code	MARKETING RESEARCH, PG_00058503						
Field of study	Economic Analytics						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2024/2025		
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	Full-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. inż. Magdalena Brzozowska-Woś				
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	30.0	0.0	0.0	60
	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	60		15.0		75.0	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] 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		
	[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		

Subject contents	LECTURE <ul style="list-style-type: none">• The essence of marketing research.• Research typology.• The process and design of marketing research.• Measurement and its levels.• Construction of a measurement instrument based on the example of a questionnaire.• Measuring attitudes.• Sample selection process.• Errors in marketing research.• Data control, reduction, and coding.• Preliminary data analysis.• General division of data analysis methods.• Interdependence of two variables.• Cluster analysis.• Qualitative interviews and projective techniques.• Observations as a method of data collection. Survey procedures.• Legal aspects and ethics of marketing research.• Examples of marketing research using structural equation modeling. LABORATORY <ul style="list-style-type: none">• Discussing the project task, report structure, and how to pass the laboratory. Development of initial concepts for a new product.• Analysis and selection of a new product concept and detailing and characterizing the selected concept.• Development of a new product concept card.• Formulating research problems and developing an initial list of questions.• Questionnaire design.• Using questions to measure attitudes in a questionnaire. Homework: questionnaire test• Sampling design. Verification of the questionnaire and problems in the light of sample selection.• Development of a code book.• Data reduction, classification of answers to semi-open and open questions. Completing the code book.• Data encoding.• Simple tabulation. A list of simple tabulations concerning detailed research problems.• Using other data analysis methods. Preparation of results and report.• Integration and preparation of the entire report.• Submitting the report and familiarizing yourself with the offer of the selected research company based on its website.• Evaluation and discussion of reports.		
Prerequisites and co-requisites	Principles of Marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Laboratory tasks	52.5%	24.5%
	5 Mid-term tests	52.5%	24.5%
	Written exam	52.5%	51.0%
Recommended reading	Basic literature	<ul style="list-style-type: none">• Stanisław Kaczmarczyk (2014). Badania marketingowe. Podstawy metodyczne. PWE, Warszawa.• Krystyna Mazurek-Łopacińska (red.) (2016). Badania marketingowe. Wyd. PWN, Warszawa.• Gilbert A. Churchill (2002). Badania marketingowe. Podstawy metodologiczne, Wydawnictwo Naukowe PWN, Warszawa.	
	Supplementary literature	<ul style="list-style-type: none">• 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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