



## Subject card

Subject name and code	MARKETING AND MARKETING RESEARCH, PG_00067658						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	second-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	1		Language of instruction		Polish		
Semester of study	1		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						
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	30.0	0.0	0.0	75
	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	75		6.0		69.0	150
Subject objectives	Acquires and analyzes marketing information using various methods, using the results obtained in decision-making processes						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U03] formulates research hypotheses and select appropriate methods for their verification using advanced it tools.		can formulate research hypotheses related to marketing phenomena, select appropriate methods for their verification, and use advanced IT tools in marketing data analysis		[SU5] Assessment of ability to present the results of task [SU2] Assessment of ability to analyse information		
	[K7_W03] demonstrates in-depth knowledge of the applications of analytical methods and techniques for formulating and solving problems.		demonstrates in-depth knowledge of analytical methods used in marketing and techniques for formulating and solving research and decision-making problems in marketing activities		[SW3] Assessment of knowledge contained in written work and projects		

Subject contents	<p><b>EXERCISES</b></p> <ol style="list-style-type: none"> <li>1. Origins, concepts and notions of marketing</li> <li>2. Marketing system and its elements</li> <li>3. Closer and further surroundings</li> <li>4. Marketing strategy</li> <li>5. Segmentation and selection of the target market</li> <li>6. Product</li> <li>7. Prices</li> <li>8. Distribution</li> <li>9. Promotion</li> </ol> <p><b>LECTURE</b></p> <ol style="list-style-type: none"> <li>1. The essence of marketing research. Research typology. The importance of marketing research in business practice.</li> <li>2. The process and design of marketing research. Research problems. The value of information.</li> <li>3. Measurement and its levels. Dependence of the level of measurement on the type of variable being tested (examples of questions).</li> <li>4. Construction of a measurement instrument based on the example of a questionnaire. Creating an online research tool - CAWI Google Forms research; Qualtrics. Pilot study. Types of questions in the questionnaire.</li> <li>5. Measuring attitudes. Analysis of question types (question examples).</li> <li>6. Sample selection process. Number estimation methods and sample selection methods.</li> <li>7. Errors in marketing research.</li> <li>8. Data control, reduction and coding. Classification of answers to open and semi-open questions that are disjunctive and conjunctive cafeterias.</li> <li>9. Initial data analysis. General classification of data analysis methods. Developing statistical charts for metric and non-metric variables using SPSS.</li> <li>10. Interdependence of two non-metric variables. Two-way tabulation in Statistica.</li> <li>11. Characteristics of data collection methods: qualitative interviews and projective techniques. Animalization test case studies.</li> <li>12. Characteristics of data collection methods: observations and survey procedures. Mystery shopping research - case study. Research conducted by market research agencies on the example of PBS (CAWI; CATI; CAPI; PAPI).</li> <li>13. Determining the market size. Analysis of market capacity and absorption.</li> <li>14. Marketing research and market research</li> <li>15. National and international professional opinion and market research organizations and research agencies.</li> </ol> <p><b>LABORATORY</b></p> <ol style="list-style-type: none"> <li>1. Presentation of exercise tasks and rules for passing the exercises. Discussion of the research - test of the concept of a new product or service;</li> <li>2. Presentation of the structure of the research report;</li> <li>3. Developing 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);</li> <li>4. Creating a new product concept card for a survey;</li> <li>5. Formulation and decomposition of the research problem and creation of an initial list of questions - brainstorming;</li> <li>6. Designing a survey questionnaire - creating questions for the questionnaire about: needs and ways of satisfying them, assessment of attitudes towards the concept, preferred functions and features of the product and potential purchasing behavior;</li> <li>7. Developing a questionnaire using Google Forms.</li> <li>8. Pilot study - testing the questionnaire and its verification;</li> <li>9. Study sampling design and data collection;</li> <li>10. Development of a codebook for the questionnaire from the actual study; Data reduction and categorization of answers to open questions;</li> <li>11. Preparation of data matrix in Excel - data coding;</li> <li>12. One-dimensional data analysis - simple tabulation - use of SPSS;</li> <li>13. Two-dimensional data analysis methods - SPSS;</li> <li>14. Aggregation of survey responses - preparation of results and conclusions in the report;</li> <li>15. Determining the limitations of the study and integrating all developed elements in the form of a report.</li> </ol>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Laboratory tasks	52.5%	15.0%
	Test	60.0%	30.0%
	Exam	52.5%	40.0%
	5 tests per semester	52.5%	15.0%
Recommended reading	<p>Basic literature</p> <p>Kotler. P., Keller K.L., Marketing, Dom Wyd. Rebis, Poznań 2012</p> <p>Badania marketingowe. Nowe metody badań i zastosowania, red. nauk. Milic-Czerniak R. (2019), Difin</p> <p>Makowski M. (2018), Gromadzenie i analiza danych rynkowych w praktyce, CeDeWu</p> <p>Gregor B., Kalińska-Kula M. (2014), Badania marketingowe na użytek decyzji menedżerskich, Wyd. Uniwersytetu Łódzkiego</p> <p>Kaczmarczyk S. (2011), Badania marketingowe. Podstawy metodyczne, PWE, Warszawa</p> <p>Churchil G.A. (2002), Badania marketingowe. Podstawy metodologiczne, Wydawnictwo Naukowe PWN, Warszawa</p>		

	Supplementary literature	M. Daszkowska (red.) (2005). Marketing. Ujęcie systemowe, Wydawnictwo PG. Maison D., Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta, WN PWN, Warszawa 2010 Sagan A., Badania marketingowe. Podstawowe kierunki, Wyd. AE w Krakowie, Kraków 2004 Walesiak M., Metody analizy danych marketingowych, PWN, Warszawa 1996 Drafińska A., Marketing relacji we współczesnym świecie, PG Gdańsk 2020
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Discuss the elements of the marketing system Define the concept of marketing research List the stages of the marketing research process; present the goals and methods of conducting exploratory research Explain the essence of panel research Present the rule of assigning numbers to objects and an example of a question at the level of measurement Build a question on a Likert scale List the steps in the sampling process Explain the essence of stratified sampling Build a positional scale question and submit a completed codebook for it Introduce the general form of simple tabulation	
Work placement	Not applicable	

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