



Subject card

Subject name and code	Marketing Research, PG_00067778						
Field of study	Economic Analytics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
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		5.0		
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	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		6.0		59.0	125
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 in integrating data from various sources and in methods that enable a comprehensive analysis of economic problems.		integrates data from many sources in order to analyze complex marketing problems		[SW1] Assessment of factual knowledge		
	[K6_U03] collaborates with others in solving interdisciplinary problems.		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
	Laboratory tasks		24.5%
	5 Mid-term tests		24.5%
	Written exam		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

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