



Subject card

Subject name and code	Marketing Research, PG_00068033						
Field of study							
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	4		ECTS credits		3.0		
Learning profile	general academic profile		Assessment form		assessment		
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	0.0	30.0	0.0	0.0	45
	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	45		5.0		25.0	75
Subject objectives	Uses various methods of obtaining and analyzing information necessary to conduct marketing activities						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W03] knows reliable sources of information and utilizes advanced knowledge to explain contemporary management issues.		is familiar with reliable sources of marketing data and is able to apply specialized knowledge to interpret complex market phenomena and management problems		[SW1] Assessment of factual knowledge		
	[K6_U02] communicates effectively with others by preparing presentations that use terminology specific to the field of engineering management, and by evaluating diverse opinions during discussions and debates.		can present marketing research findings clearly and professionally, using appropriate terminology and actively engaging in constructive exchange of views		[SU5] Assessment of ability to present the results of task [SU2] Assessment of ability to analyse information		
	[K6_K02] is prepared to make competent and ethical decisions to create and maintain economic, social, and environmental values, demonstrating entrepreneurial actions.		can use marketing research results to make responsible decisions that support the development of economic, social, and environmental value in market activities.		[SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	LECTURE The essence and typology of marketing research Marketing research process and design Measurement and its levels Construction of a measuring instrument on the example of a questionnaire Measurement of attitudes Sampling process; data control, reduction and coding Initial data analysis and division of data analysis methods Two-dimensional (interdependence of variables) and multidimensional methods of data analysis (including cluster analysis) Non-standardized interviews and projection methods Observations Survey procedures (surveys) Ethics of marketing research LABORATORY Presentation of laboratory tasks as part of the study of the concept of a new product Overview of the structure of the report Analysis and selection of the concept of a new product and its refinement (need, form, technique) Development of a new product concept card Formulating research problems and a preliminary list of questions Designing questions for the questionnaire in the field of diagnosing needs and ways of meeting them Designing questions for the questionnaire regarding the assessment of attitudes towards the concept, preferred Functions and features of the product and potential purchasing behavior Testing the questionnaire and its verification Design of the sample selection for the study and data collection Preparation of the code book Data reduction and categorization of answers to open questions Data encoding Simple tabulation and other data analysis Development of results and conclusions Identification of study limitations Integration of the developed elements in the form of a report		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Laboratory tasks	52.5%	24.5%
	Written exam	52.5%	51.0%
	5 tests per semester	52.5%	24.5%
Recommended reading	Basic literature	Churchill G. A. (2002). Badania marketingowe. Metody i techniki. PWN, Warszawa Kaczmarczyk S. (2002). Badania marketingowe. Metody i techniki. PWE, Warszawa Kędzior Z., Karcz K. (2002). Badania marketingowe w praktyce. PWE, Warszawa	
	Supplementary literature	Mazurek-Łopacińska K., Sobocińska M. (2020). Badania marketingowe w gospodarce cyfrowej. Wyd. Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław Maison D. (2010). Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta. PWN, Warszawa Sagan A. (2004). Badania marketingowe. Podstawowe kierunki. Wyd. AE w Krakowie, Kraków Walesiak M. (1996). Metody analizy danych marketingowych. PWN, Warszawa	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	Define the concept of marketing research List the steps of the marketing research process Present the goals and ways 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 Explain the essence of cluster analysis List the basic methods of collecting primary data Explain the essence of in-depth interviews Describe focus group interviews What is interrogation and standardization in survey procedures Define a questionnaire interview What are the ethical standards for conducting research with children		
Work placement	Not applicable		

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