



## Subject card

Subject name and code	MARKETING RESEARCH, PG_00061094						
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		blended-learning		
Year of study	1		Language of instruction		English		
Semester of study	1		ECTS credits		4.0		
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		dr hab. inż. Dariusz Dąbrowski				
	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: 15.0						
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		6.0		49.0	100
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_W03] demonstrates in-depth knowledge of the applications of analytical methods and techniques for formulating and solving problems.		formulates research problems related to marketing activities, selecting appropriate methods to solve them		[SW1] Assessment of factual knowledge		
	[K7_U03] formulates research hypotheses and select appropriate methods for their verification using advanced it tools.		achieves effective answers to research questions by supporting properly selected methods with the use of modern information technologies		[SU4] Assessment of ability to use methods and tools		

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
	5 tests per semester	50.0%	24.5%
	Written exam	50.0%	51.0%
	Laboratory tasks	50.0%	24.5%
Recommended reading	Basic literature	D. D. Iacobucci, G.A. Churchill, "Marketing Research: Methodological Foundations", 11th ed., Earlie Lite Books, 2015 J. F. Hair, R. P. Bush, D. J. Ortinau, "Essentials of Marketing Research", McGraw-Hill Irwin, 2023 D. A. Aaker, V. Kumar, G. S. Day, "Marketing Research", Wiley John and Sons, 2007	
	Supplementary literature	P. Hague, "Marketing Research in Practice", Kogan Page, 2021 M. J. Schmidt, S. Hollensen, "Marketing Research. An International Approach", Prentice Hall, 2006	
	eResources addresses		
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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