GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Marketing Research, PG_00068584		
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	Part-time studies	Mode of delivery	blended-learning
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 -> Faculties of Gdańsk University of Technology		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Natalia Przybylska	
	Teachers	dr Natalia Przybylska Dorota Jaguścik	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	16.0	0.0	16.0	0.0	0.0	32

E-learning hours included: 8.0

eNauczanie source addresses:

Moodle ID: 6113 Badania marketingowe AG I, sem. 3, niestacjonarne
https://enauczanie.pg.edu.pl/2025/course/view.php?id=6113

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	32	6.0	87.0	125

Subject objectives

Preparing students to plan and conduct marketing research, including CAWI surveys, sampling procedures, questionnaire design and piloting, data processing, and data analysis using statistical software. The course builds on knowledge of the research process, variable measurement, and data quality, while developing students' commitment to research integrity, responsibility for the quality of research findings, and effective teamwork. These competencies are developed in the context of new product concept testing and managerial decision-making.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_U03] collaborates with others in solving interdisciplinary problems.	Can plan and conduct a marketing research study collaboratively (e.g. a new product/service concept test), applying the methods and tools covered in the course: design a questionnaire (e.g. using Google Forms), conduct a pilot study, prepare a codebook, integrate and analyse data using statistical software, and present evidence-based recommendations.	[SU4] Assessment of ability to use methods and tools
[K6_W05] possesses advanced knowledge in integrating data from various sources and in methods that enable a comprehensive analysis of economic problems.	Knows and understands the principles of integrating data from multiple sources and how data integration affects the validity of research findings in the context of the marketing research process, including variable operationalisation, questionnaire design, sampling, and preliminary data analysis (tabulations and charts).	[SW1] Assessment of factual knowledge

Subject contents

Course content – lecture

LECTURE
The essence of marketing research. Research typology. The importance of marketing research in business practice.
Marketing research process and design. Research problems. The value of information.
Measurement and its levels. Dependence of the measurement level on the type of the studied variable (examples of questions).
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.
Measurement of attitudes. Analysis of the types of questions (examples of questions).
Sampling process. Methods of estimating the number and methods of sampling.
Marketing research errors.
Data control, reduction and coding. Classification of answers to open and semi-open questions that are disjunctive and conjunctive cafeterias.
Initial data analysis. General breakdown of data analysis methods. Development of statistical graphs for metric and non-metric variables using Statistica version 13.3.
The correlation of two non-metric variables. Two-way tabulation in Statistica.
Characteristics of data collection methods: qualitative interviews and projection techniques. Case study animation test.
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).
Determining the size of the market. Market capacity and absorptive capacity analysis.
Marketing research and market research.
National and international professional opinion and market research organizations and research agencies.

Course content – laboratory

LABORATORY
Presentation of exercises and the rules for passing the exercises. Overview of the research - test of the concept of a new product or service.
Presentation of the structure of the research report.
Development of 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).
Creating a concept card for a new product for the survey.
Formulating and decomposing a research problem and creating an initial list of questions - brainstorming.
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.
Development of the questionnaire using Google Forms.
Pilot study - questionnaire testing and verification.
Design of sample selection for the study and data collection.
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.
One-dimensional data analysis - simple tabulation - using the Statistica program (version 13.3).
Two-dimensional methods of data analysis - Statistica (version 13.3).
Aggregating responses from the survey - developing the results and conclusions in the report.
Determining the limitations of the study and integrating all developed elements in the form of a report.

Prerequisites and co-requisites

Principles of Marketing

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Written examination consisting of open-ended and closed-ended questions	60.0%	52.0%
5 tests throughout the semester	60.0%	24.0%
Marketing research report	60.0%	24.0%

Recommended reading

Basic literature	Badania marketingowe. Nowe metody badań i zastosowania. red. nauk. Milic-Czerniak, R. (2019). Warszawa: Difin. Makowski, M. (2018). Gromadzenie i analiza danych rynkowych w praktyce. Warszawa: CeDeWu. Gregor, B., Kalińska-Kula, M. (2014). Badania marketingowe na użytek decyzji menedżerskich. Łódź: Wyd. Uniwersytetu Łódzkiego. Kaczmarczyk, S. (2011). Badania marketingowe. Podstawy metodyczne. Warszawa: PWE. Churchil, G.A. (2002). Badania marketingowe. Podstawy metodologiczne. Warszawa: Wydawnictwo Naukowe PWN.
Supplementary literature	Maison, D. (2010). Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta. Warszawa: PWN. Sagan, A. (2004). Badania marketingowe. Podstawowe kierunki. Kraków: Wyd. AE w Krakowie. Walesiak, M. (1996). Metody analizy danych marketingowych. Warszawa: PWE.
eResources addresses	

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.
Practical activites within the subject	Not applicable

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