



Subject card

Subject name and code	MARKETING RESEARCH, PG_00070681						
Field of study							
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
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		English		
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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. inż. Magdalena Brzozowska-Woś				
	Teachers						
Lesson types	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						
	eNauczanie source address: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=46352						
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		3.0		27.0	75
Subject objectives	To prepare students to plan and conduct marketing research (including CAWI, sampling procedures, questionnaire design and pilot testing, data processing, and analysis using statistical software) based on knowledge of the research process, variable measurement, and data quality. This course also fosters attitudes related to research integrity, responsibility for the quality of conclusions, and effective collaboration within a research team - in the context of new product concept testing and managerial decision-making.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_K02] is prepared to make competent and ethical decisions to create and maintain economic, social, and environmental values, demonstrating entrepreneurial actions.		is ready to make data-based decisions, considering data reliability and their potential economic and social impact on the organization and its environment.		[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice		
	[K6_W03] knows reliable sources of information and utilizes advanced knowledge to explain contemporary management issues.		knows and understands basic marketing research methods and tools (including CAWI, sampling techniques, operationalization of variables, measurement scales, and data quality criteria) in the context of analyzing the functioning of an enterprise and its market environment.		[SW2] Assessment of knowledge contained in presentation		
	[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.		is able to plan and conduct a team-based marketing research study (e.g., testing a new product or service concept), applying the methods and tools covered in the course: designing a questionnaire, conducting a pilot study, preparing a codebook, integrating and analyzing data using statistical software, and presenting well-justified recommendations.		[SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task		

Subject contents	Course content – lecture 1. Introduction to the subject. The nature and typology of marketing research. 2. The process and design of marketing research. 3. Measurement and its levels. 4. Construction of a measurement instrument using a questionnaire as an example. 5. Measurement of attitudes (scales). 6. The sampling process. 7. Data control, reduction, and coding. 8. Preliminary data analysis and classification of data analysis methods. 9. Bivariate (variable interdependence) and selected multivariate data analysis methods. 10. Non-standardized interviews and projective methods. 11. Observations. 12. Survey procedures (polls).		
	Course content – laboratory 1. Project task, report structure, and lab assessment. 2. Analysis and selection of a new product concept (concept selection table). 3. Detailed elaboration and characterization of the selected concept. 4. Development of a new product concept sheet. 5. Formulating research problems and developing a preliminary list of questions. 6. Designing the questionnaire. Using questions to measure attitudes in the questionnaire. 7. Designing the sampling. Testing the questionnaire. 8. Verifying the questionnaire and problems in light of the sampling. 9. Developing the codebook. Conducting the actual study. 10. Data reduction, classifying responses to semi-open and open-ended questions. 11. Completing the codebook. Coding the data. Developing a data matrix. 12. Simple tabulation (non-metric and metric characteristics). 13. Compilation of simple tabulations in relation to specific research problems. Optionally, use other data analysis methods, such as binary tables and correlation measures. 14. Development of results, conclusions, and limitations. 15. 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
	Written exam in the form of a test with open-ended and closed-ended questions	60.0%	52.0%
	5 tests per semester	60.0%	24.0%
	Research Report	60.0%	24.0%
Recommended reading	Basic literature	1. Churchill G. A. (2002). Badania marketingowe. Metody i techniki. PWN, Warszawa 2. Kaczmarczyk S. (2002). Badania marketingowe. Metody i techniki. PWE, Warszawa 3. Kędzior Z., Karcz K. (2002). Badania marketingowe w praktyce. PWE, Warszawa	
	Supplementary literature	1. Mazurek-Łopacińska K., Sobocińska M. (2020). Badania marketingowe w gospodarce cyfrowej. Wyd. Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław 2. Maison D. (2010). Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta. PWN, Warszawa 3. Sagan A. (2004). Badania marketingowe. Podstawowe kierunki. Wyd. AE w Krakowie, Kraków 4. Walesiak M. (1996). Metody analizy danych marketingowych. PWN, Warszawa	
	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		
Practical activities within the subject	Not applicable		

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