



## Subject card

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| Subject name and code                       | MARKETING RESEARCH, PG_00070891                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                          |                                                                                                                                                                                                                                                                                                                                                                                          |                                     |                                                                                                                      |            |     |
| Field of study                              | Economic Analytics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          |                                                                                                                                                                                                                                                                                                                                                                                          |                                     |                                                                                                                      |            |     |
| 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<br>Subject group related to scientific research in the field of study |            |     |
| Mode of study                               | Part-time studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                          | Mode of delivery                                                                                                                                                                                                                                                                                                                                                                         |                                     | at the university                                                                                                    |            |     |
| Year of study                               | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                          | Language of instruction                                                                                                                                                                                                                                                                                                                                                                  |                                     | Polish                                                                                                               |            |     |
| Semester of study                           | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                          | ECTS credits                                                                                                                                                                                                                                                                                                                                                                             |                                     | 4.0                                                                                                                  |            |     |
| 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 18.0                                                     | 0.0                                                                                                                                                                                                                                                                                                                                                                                      | 18.0                                | 0.0                                                                                                                  | 0.0        | 36  |
|                                             | 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 36                                                       |                                                                                                                                                                                                                                                                                                                                                                                          | 3.0                                 |                                                                                                                      | 61.0       | 100 |
| Subject objectives                          | preparing 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 will also foster 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_W03] is familiar with reliable sources of information and employs advanced knowledge to explain the fundamental dilemmas of the contemporary economy                                                                                                                                                                                                                                                                                                                                                                               |                                                          | knows and understands reliable sources of information and their importance for the quality of conclusions, using them to explain contemporary market problems in the context of marketing research, including the operationalization of variables, questionnaire design, sample selection, and preliminary analysis (tabulations, charts).                                               |                                     | [SW1] Assessment of factual knowledge                                                                                |            |     |
|                                             | [K6_U02] communicates effectively with others by preparing presentations that use terminology specific to the field of economic analytics, and by evaluating diverse opinions during discussions and debates.                                                                                                                                                                                                                                                                                                                          |                                                          | is able to plan and conduct a marketing research project in a team (e.g., testing a new product/ service concept), applying the methods and tools covered in the course: designing a questionnaire (e.g., using Google Forms), 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                                                                 |            |     |
|                                             | [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 responsible and ethical decisions in the marketing research process, taking into account their economic, social, and environmental impact, and demonstrates an entrepreneurial attitude in formulating and applying research findings.                                                                                                                                  |                                     | [SK3] Assessment of ability to organize work<br>[SK5] Assessment of ability to solve problems that arise in practice |            |     |

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| Subject contents                                               | Course content – lecture<br>1. Purpose, syllabus, and assessment method. The nature and typology of marketing research.<br>2. The process and design of marketing research. Decomposing the problem and aggregating responses in a questionnaire-based study. Measurement and its levels.<br>3. Designing a measurement instrument using a questionnaire as an example. Measuring attitudes.<br>4. The sampling process. Errors in marketing research. Data control, reduction, and coding.<br>5. Preliminary data analysis. General classification of data analysis methods.<br>6. Interdependence of two non-metric variables.<br>7. Characteristics of data collection methods: non-standardized interviews, projective methods, observations, and survey procedures.<br>8. Examples of research on various elements of marketing.<br>Course content – laboratory<br>1. Project task, report structure, and lab assessment.<br>2. Analysis and selection of a new product concept (concept selection table). Detailed elaboration and characterization of the selected concept. Development of a new product concept sheet.<br>3. Formulating research problems and developing a preliminary list of questions. Designing the questionnaire.<br>4. Using questions to measure attitudes in the questionnaire. Designing the sampling. Testing the questionnaire.<br>5. Verifying the questionnaire and problems in light of the sampling. Developing the codebook. Conducting the actual study.<br>6. Data reduction, classifying responses to semi-open and open-ended questions. Completing the codebook. Coding the data. Developing a data matrix.<br>7. Simple tabulation (non-metric and metric characteristics). Compilation of simple tabulations in relation to specific research problems. Optionally, use other data analysis methods, such as binary tables and correlation measures.<br>8. Development of results, conclusions, and limitations. Integration of the 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 |
|                                                                | Marketing research report                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 60.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 24.0%                         |
|                                                                | Written exam in the form of a test with open-ended and closed-ended questions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 60.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 52.0%                         |
|                                                                | 5 Mid-term tests                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 60.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 24.0%                         |
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 1. Badania marketingowe. Nowe metody badań i zastosowania. red. nauk. Milic-Czerniak, R. (2019). Warszawa: Difin.<br>2. Makowski, M. (2018). Gromadzenie i analiza danych rynkowych w praktyce. Warszawa: CeDeWu.<br>3. Mazurek-Łopacińska, K. (Ed.). (2025). Badania marketingowe: Metody, nowe technologie i zastosowania w zarządzaniu przedsiębiorstwem. Wydawnictwo Naukowe PWN.<br>4. Kaczmarczyk, S. (2011). Badania marketingowe. Podstawy metodyczne. Warszawa: PWE.<br>5. Churchill, G.A. (2002). Badania marketingowe. Podstawy metodologiczne. Warszawa: Wydawnictwo Naukowe PWN. |                               |
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 1. Maison, D. (2010). Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta. Warszawa: PWN.<br>2. Sagan, A. (2004). Badania marketingowe. Podstawowe kierunki. Kraków: Wyd. AE w Krakowie.<br>3. Walesiak, M. (1996). Metody analizy danych marketingowych. Warszawa: PWE.<br>4. Gregor, B., Kalińska-Kula, M. (2014). Badania marketingowe na użytek decyzji menedżerskich. Łódź: Wyd. Uniwersytetu Łódzkiego.                                                                                                                                                                    |                               |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |
| Example issues/<br>example questions/<br>tasks being completed | <ul style="list-style-type: none"><li>• Define marketing research.</li><li>• Name phases of marketing research process.</li><li>• Present purposes and ways of conducting exploratory research.</li><li>• Explain the essence of longitudinal studies on panels.</li><li>• 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.</li><li>• Name all phases of the sampling process.</li><li>• Explain the essence of stratified random sampling.</li><li>• Build a question in the itemized-category scale and develop a codebook for it.</li><li>• Present the general form of one-way tabulation.</li><li>• Explain the essence of cluster analysis.</li><li>• Name basic methods of gathering primary data. Characterize the focus group interview. What is meant by interrogation and standardization within the survey.</li><li>• Define personal interview.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |
| Practical activities within the subject                        | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |