



Subject card

Subject name and code	MARKETING RESEARCH, PG_00071714						
Field of study	Management						
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	3	ECTS credits			4.0		
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 hab. inż. Dariusz Dąbrowski					
	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						
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	52.0	100		
Subject objectives	to prepare students to acquire information through marketing research based on knowledge of the principles and processes of conducting such research, their types, measurement methods, data collection and analysis methods, as well as the preparation of results and conclusions. The course also aims to foster attitudes of responsibility for decision-making, research ethics, teamwork, and the pursuit of innovative solutions in the context of the challenges of the modern market economy.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_U02] communicates effectively with others by preparing presentations that use terminology specific to the field of management, and by evaluating diverse opinions during discussions and debates.	is able to formulate research problems in the field of marketing and solve them using appropriate marketing research methods and IT tools, as well as present the problems, methods, and results in the form of a research report.			[SU3] Assessment of ability to use knowledge gained from the subject		
	[K6_W03] knows reliable sources of information and utilizes advanced knowledge to explain contemporary management issues.	knows and understands the principles, processes, methods, and techniques of marketing research in the context of solving research problems in the modern market economy.			[SW1] Assessment of factual knowledge		
	[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 decisions based on research results, taking into account their reliability as well as potential economic and social consequences.			[SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	Course content – lecture														
	<ol style="list-style-type: none"> <li>1. Essence and typology of marketing research;</li> <li>2. The marketing research process and research design;</li> <li>3. Measurement and scales; questionnaire design;</li> <li>4. Attitude measurement: single-item scales;</li> <li>5. Attitude measurement: multi-item scales;</li> <li>6. Sampling process; data editing and coding;</li> <li>7. One-way tabulation of non-metric variables;</li> <li>8. One-way tabulation of metric variables;</li> <li>9. Graphic presentation of results and classification of data analysis methods;</li> <li>10. Two-way cross tabulations: 2x2 contingency tables;</li> <li>11. Two-way cross tabulations: rxc contingency tables;</li> <li>12. Non-standardized interviews and projective methods;</li> <li>13. Observations and surveys; marketing research ethics.</li> </ol>														
Prerequisites and co-requisites	Course content – laboratory														
	<ol style="list-style-type: none"> <li>1. Presentation of laboratory tasks as part of the study of the concept of a new product</li> <li>2. Overview of the structure of the report</li> <li>3. Analysis and selection of the concept of a new product and its refinement (need, form, technique)</li> <li>4. Development of a new product concept card</li> <li>5. Formulating research problems and a preliminary list of questions</li> <li>6. Designing questions for the questionnaire in the field of diagnosing needs and ways of meeting them</li> <li>7. Designing questions for the questionnaire regarding the assessment of attitudes towards the concept, Preferred functions and features of the product and potential purchasing behavior</li> <li>8. Testing the questionnaire and its verification</li> <li>9. Design of the sample selection for the study and data collection</li> <li>10. Preparation of the code book</li> <li>11. Data reduction and categorization of answers to open questions</li> <li>12. Data encoding</li> <li>13. Simple tabulation and other data analysis</li> <li>14. Development of results and conclusions</li> <li>15. Identification of study limitations</li> <li>16. Integration of the developed elements in the form of a report</li> </ol>														
Assessment methods and criteria	<table border="1"> <thead> <tr> <th>Subject passing criteria</th> <th>Passing threshold</th> <th>Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Mid-term tests (5 per semester, 2 open questions each) to provide ongoing verification of subject knowledge</td> <td>60.0%</td> <td>24.5%</td> </tr> <tr> <td>Final report from the research project (team-based)</td> <td>60.0%</td> <td>24.5%</td> </tr> <tr> <td>Final exam consisting of 10 open questions to evaluate overall knowledge as well as the ability to apply it in practice</td> <td>60.0%</td> <td>51.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Mid-term tests (5 per semester, 2 open questions each) to provide ongoing verification of subject knowledge	60.0%	24.5%	Final report from the research project (team-based)	60.0%	24.5%	Final exam consisting of 10 open questions to evaluate overall knowledge as well as the ability to apply it in practice	60.0%	51.0%
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Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. D. D. Iacobucci, G.A. Churchill, "Marketing Research: Methodological Foundations", 12th ed., Earle Lite Books, 2018</li> <li>2. J. F. Hair, R. P. Bush, D. J. Ortinau, "Essentials of Marketing Research", McGraw-Hill Irwin, 2023</li> </ol>													
	Supplementary literature	P. Hague, "Marketing Research in Practice", Kogan Page, 2021													
	eResources addresses														
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> <li>1. Define the concept of marketing research</li> <li>2. List the stages of the marketing research process</li> <li>3. Present the objectives and methods of conducting exploratory research</li> <li>4. Present the rule of assigning numbers to objects and give an example of a question at the interval level of measurement</li> <li>5. Construct a Likert scale question</li> <li>6. List the stages of the sampling process</li> <li>7. Explain the nature of stratified sampling</li> <li>8. Construct a rating scale question and present a completed codebook for it</li> <li>9. Present the general form of one-way tabulation</li> <li>10. Explain the nature of cluster analysis</li> <li>11. List the basic methods of primary data collection</li> <li>12. Explain the nature of in-depth interviews</li> <li>13. Characterize focus group interviews</li> <li>14. What do interrogation and standardization in survey procedures mean?</li> <li>15. What are the ethical standards for conducting research with children?</li> </ol>														
Practical activities within the subject	Not applicable														

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