



Subject card

Subject name and code	MARKETING RESEARCH, PG_00061094						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2026/2027		
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			at the university		
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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. inż. Dariusz Dąbrowski					
	Teachers	dr hab. inż. Dariusz Dąbrowski					
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	6.0		49.0	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		
	[K7_W03] demonstrates in-depth knowledge of the applications of analytical methods and techniques for formulating and solving problems.	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		
	[K7_U03] formulates research hypotheses and select appropriate methods for their verification using advanced it tools.	is able to formulate marketing research problems and solve them using appropriate marketing research methods and IT tools.			[SU4] Assessment of ability to use methods and tools		

Subject contents	<p>Course content – lecture</p> <p><b>LECTURE</b></p> <p>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</p> <p><b>LABORATORY</b></p> <p>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</p>														
Prerequisites and co-requisites															
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 943 794 965">Subject passing criteria</th> <th data-bbox="801 943 1139 965">Passing threshold</th> <th data-bbox="1145 943 1482 965">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 974 794 1070">Final exam consisting of 10 open questions to evaluate overall knowledge as well as the ability to apply it in practice</td> <td data-bbox="801 974 1139 1070">60.0%</td> <td data-bbox="1145 974 1482 1070">51.0%</td> </tr> <tr> <td data-bbox="456 1079 794 1176">Mid-term tests (5 per semester, 2 open questions each) to provide ongoing verification of subject knowledge</td> <td data-bbox="801 1079 1139 1176">60.0%</td> <td data-bbox="1145 1079 1482 1176">24.5%</td> </tr> <tr> <td data-bbox="456 1184 794 1234">Final report from the research project (team-based)</td> <td data-bbox="801 1184 1139 1234">60.0%</td> <td data-bbox="1145 1184 1482 1234">2.45%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	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%	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%	2.45%
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Example issues/ example questions/ tasks being completed	<p>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</p>														
Practical activities within the subject	Not applicable														