



## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                          |                                                                                                                                                                                                                         |                                     |                                                                                                                      |            |     |
|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | MARKETING AND MARKETING RESEARCH, PG_00067658                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                          |                                                                                                                                                                                                                         |                                     |                                                                                                                      |            |     |
| 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<br>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                                                                                                                                                                                                 |                                     | Polish                                                                                                               |            |     |
| Semester of study                           | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                          | ECTS credits                                                                                                                                                                                                            |                                     | 6.0                                                                                                                  |            |     |
| 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. Magdalena Brzozowska-Woś                                                                                                                                                                                   |                                     |                                                                                                                      |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                          | Wojciech Kowalczyk<br><br>dr hab. inż. Magdalena Brzozowska-Woś                                                                                                                                                         |                                     |                                                                                                                      |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Lecture                                                  | Tutorial                                                                                                                                                                                                                | Laboratory                          | Project                                                                                                              | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                                                                                                                                          | 15.0                                                     | 30.0                                                                                                                                                                                                                    | 30.0                                | 0.0                                                                                                                  | 0.0        | 75  |
|                                             | E-learning hours included: 0.0                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                          |                                                                                                                                                                                                                         |                                     |                                                                                                                      |            |     |
|                                             | eNauczanie source addresses:<br>Moodle ID: 6126 MARKETING I BADANIA MARKETINGOWE-2026<br><a href="https://enauczanie.pg.edu.pl/2025/course/view.php?id=6126">https://enauczanie.pg.edu.pl/2025/course/view.php?id=6126</a>                                                                                                                                                                                                                                     |                                                          |                                                                                                                                                                                                                         |                                     |                                                                                                                      |            |     |
| 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                                                                                                                                                                                                                                                                                                                                                                                                                                          | 75                                                       |                                                                                                                                                                                                                         | 6.0                                 |                                                                                                                      | 69.0       | 150 |
| Subject objectives                          | Students are prepared to design and conduct marketing research and data analysis using advanced IT tools. This foundation develops practical skills in formulating research problems, developing questionnaires, and interpreting research results. Attitudes related to critical thinking, ethical research, and the responsible use of marketing information in the context of decision-making processes in enterprises and institutions are also developed. |                                                          |                                                                                                                                                                                                                         |                                     |                                                                                                                      |            |     |
| 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 analytical methods used in marketing as well as techniques for formulating and solving research and decision-making problems in the context of marketing activities.                              |                                     | [SW3] Assessment of knowledge contained in written work and projects                                                 |            |     |
|                                             | [K7_U03] formulates research hypotheses and select appropriate methods for their verification using advanced it tools.                                                                                                                                                                                                                                                                                                                                         |                                                          | is able to formulate research problems concerning marketing phenomena, select appropriate methods for their verification, and use IT tools (e.g., SPSS, Statistica, Google Forms, Qualtrics) to analyze marketing data. |                                     | [SU5] Assessment of ability to present the results of task<br>[SU2] Assessment of ability to analyse information     |            |     |

|                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                             |  |  |
|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|--|--|
| Subject contents                                             | Course content – lecture                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                             |  |  |
|                                                              | LECTURE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                             |  |  |
|                                                              | 1. Course objectives, syllabus, and assessment criteria. Nature and typology of marketing research.<br>2. The marketing research process and design.<br>3. Problem decomposition and response aggregation in questionnaire-based research.<br>4. Measurement and levels of measurement.<br>5. Designing a measurement instrument: the questionnaire.<br>6. Measurement of attitudes.<br>7. The sampling process.<br>8. Errors in marketing research. Data control, reduction, and coding.<br>9. Preliminary data analysis. General classification of data analysis methods.<br>10. Interdependence of two non-metric variables.<br>11. Cluster analysis.<br>12. Characteristics of data collection methods: non-standardized interviews, projective techniques, observation.<br>13. Characteristics of data collection methods: survey procedures.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                             |  |  |
|                                                              | Course content – exercises                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                             |  |  |
|                                                              | EXERCISES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                             |  |  |
|                                                              | 1. Origins, concepts and notions of marketing<br>2. Marketing system and its elements<br>3. Closer and further surroundings<br>4. Marketing strategy<br>5. Segmentation and selection of the target market<br>6. Product<br>7. Prices<br>8. Distribution<br>9. Promotion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                             |  |  |
|                                                              | Course content – laboratory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                             |  |  |
|                                                              | LABORATORY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                             |  |  |
|                                                              | 1. Presentation of exercise tasks and rules for passing the exercises. Discussion of the research - test of the concept of a new product or service;<br>2. Presentation of the structure of the research report;<br>3. Developing 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);<br>4. Creating a new product concept card for a survey;<br>5. Formulation and decomposition of the research problem and creation of an initial list of questions - brainstorming;<br>6. Designing a survey questionnaire - creating questions for the questionnaire about: needs and ways of satisfying them, assessment of attitudes towards the concept, preferred functions and features of the product and potential purchasing behavior;<br>7. Developing a questionnaire using Google Forms.<br>8. Pilot study - testing the questionnaire and its verification;<br>9. Study sampling design and data collection;<br>10. Development of a codebook for the questionnaire from the actual study; Data reduction and categorization of answers to open questions;<br>11. Preparation of data matrix in Excel - data coding;<br>12. One-dimensional data analysis - simple tabulation - use of Jamovi;<br>13. Two-dimensional data analysis methods - Jamovi;<br>14. Aggregation of survey responses - preparation of results and conclusions in the report;<br>15. Determining the limitations of the study and integrating all developed elements in the form of a report. |                             |  |  |
|                                                              | Prerequisites and co-requisites                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                             |  |  |
|                                                              | Assessment methods and criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Subject passing criteria    |  |  |
|                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Open-ended test (exercises) |  |  |
| Team project                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                             |  |  |
| 5 tests per semester                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                             |  |  |
| Open-ended test (exam)                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                             |  |  |
| Recommended reading                                          | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                             |  |  |
|                                                              | Percentage of the final grade                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                             |  |  |
|                                                              | 60.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                             |  |  |
|                                                              | 30.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                             |  |  |
|                                                              | 15.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                             |  |  |
|                                                              | 15.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                             |  |  |
|                                                              | 40.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                             |  |  |
|                                                              | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                             |  |  |
|                                                              | 1. Kaczmarczyk, S. (2003). Badania marketingowe: Metody i techniki. Polskie Wydawnictwo Ekonomiczne. Integro                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                             |  |  |
|                                                              | 2. Malhotra, N. K. (2022). Marketing research: An applied orientation (7th ed.). Pearson. Pearson                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                             |  |  |
|                                                              | 3. Mazurek-Łopacińska, K. (Red.). (2025). Badania marketingowe: Metody, nowe technologie i zastosowania w zarządzaniu przedsiębiorstwem. Wydawnictwo Naukowe PWN.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                             |  |  |
|                                                              | 4. Churchill, G. A., Jr. (2002). Badania marketingowe: Podstawy metodologiczne. Wydawnictwo Naukowe PWN.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                             |  |  |
| 5. Kotler, P. Keller K.L. (2012). Marketing. Dom Wyd. Rebis. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                             |  |  |

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|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 1. Babin, B. J., & Zikmund, W. G. (2016). Exploring marketing research (11th ed.). Cengage Learning. Cengage<br>2. Green, P. E., Tull, D. S., & Albaumb, G. S. (1988). Research for marketing decisions (5th ed.). Prentice Hall.<br>3. Maison, D. (2010). Jakościowe metody badań marketingowych: Jak zrozumieć konsumenta. Wydawnictwo Naukowe PWN.<br>4. Maison, D. (2001). Zogniskowane wywiady grupowe: Jakościowa metoda badań marketingowych. Wydawnictwo Naukowe PWN.<br>5. Rószkiewicz, M. (2012). Metody ilościowe w badaniach marketingowych. Wydawnictwo Naukowe PWN.<br>6. Mazurek-Łopacińska, K. (Red.). (2005). Badania marketingowe: Teoria i praktyka. Wydawnictwo Naukowe PWN.<br>7. Daszkowska M. (red.) (2005). Marketing. Ujęcie systemowe, Wydawnictwo PG.<br>8. Drapińska A., Marketing relacji we współczesnym świecie, PG Gdańsk 2020 |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Example issues/<br>example questions/<br>tasks being completed | Discuss the elements of the marketing system<br>Define the concept of marketing research<br>List the stages of the marketing research process; present the goals and methods of conducting exploratory research<br>Explain the essence of panel research<br>Present the rule of assigning numbers to objects and an example of a question at the level of measurement<br>Build a question on a Likert scale<br>List the steps in the sampling proces<br>Explain the essence of stratified sampling<br>Build a positional scale question and submit a completed codebook for it<br>Introduce the general form of simple tabulation |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Practical activites within<br>the subject                      | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

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