GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	MARKETING AND MARKETING RESEARCH, PG_00067693		
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	Part-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. Edyta Gołąb-Andrzejak	
	Teachers	dr hab. Edyta Gołąb-Andrzejak Wojciech Kowalczyk Dorota Jaguścik	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	8.0	16.0	16.0	0.0	0.0	40

E-learning hours included: 0.0

eNauczanie source addresses:

Moodle ID: 7078 Marketing i badania marketingowe ZII, sem. 1 niestacjonarne - zima 2026/2027
https://enauczanie.pg.edu.pl/2025/course/view.php?id=7078

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	40	3.0	107.0	150

Subject objectives

Preparing students to design and conduct marketing research and analyze data using advanced IT tools. Based on this, practical skills are developed in formulating research problems, creating questionnaires, and interpreting research results. Attitudes related to critical thinking, ethical research conduct, and responsible use of marketing information in the context of decision-making processes in companies and institutions are also cultivated.

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.	demonstrates in-depth knowledge of analytical methods used in marketing and techniques for formulating and solving research and decision-making problems in 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.	can formulate research hypotheses related to marketing phenomena, select appropriate methods for their verification, and use advanced IT tools in marketing data analysis	[SU2] Assessment of ability to analyse information [SU5] Assessment of ability to present the results of task

Subject contents	Course content – lecture LECTURE 1. The Nature and Typology of Marketing Research 2. The Marketing Research Process and Research Design 3. Measurement and Levels of Measurement 4. Designing a Measurement Instrument: The Questionnaire as an Example 5. Attitude Measurement 6. The Sampling Process 7. Data Control, Reduction, and Coding 8. Preliminary Data Analysis and Classification of Data Analysis Methods Course content – exercises EXERCISES 1. Origins, Concepts, and Definitions of Marketing 2. The Marketing System and Its Elements 3. The Macro- and Microenvironment 4. Marketing Strategy 5. Market Segmentation and Target Market Selection 6. Product 7. Pricing 8. Distribution 9. Promotion Course content – laboratory LABORATORY 1. Presentation of laboratory tasks within a study of a new product concept; discussion of the report structure 2. Analysis and selection of a new product concept and its refinement (need, form, and technique); development of a new product concept sheet 3. Formulation of research problems and an initial list of questions 4. Designing questionnaire questions to diagnose customer needs and ways of satisfying them; designing questionnaire questions to assess attitudes towards the concept, preferred product functions and features, and potential purchasing behaviour; questionnaire testing and verification 5. Research sample design and data collection 6. Preparation of a codebook; data reduction and categorisation of responses to open-ended questions 7. Data coding; simple tabulation and other data analyses 8. Presentation of results and conclusions; identification of research limitations; integration of the developed elements into a final report
Prerequisites and co-requisites	
Assessment methods and criteria	

Subject passing criteria	Passing threshold	Percentage of the final grade
Test with open-ended questions (Exam)	60.0%	40.0%
Test with open-ended questions (Exam)	60.0%	30.0%
Open-ended questions (tests)	60.0%	15.0%
Team project	60.0%	15.0%

Recommended reading	Basic literature	Kotler. P, Keller K.L., Chernev A., Marketing, Dom Wyd. Rebis, Poznań 2025 Badania marketingowe. Nowe metody badań i zastosowania, red. nauk. Milic-Czerniak R. (2019), Difin Makowski M. (2018), Gromadzenie i analiza danych rynkowych w praktyce, CeDeWu Gregor B., Kalińska-Kula M. (2014), Badania marketingowe na użytek decyzji menedżerskich, Wyd. Uniwersytetu Łódzkiego Kaczmarczyk S. (2011), Badania marketingowe. Podstawy metodyczne, PWE, Warszawa Churchil G.A. (2002), Badania marketingowe. Podstawy metodologiczne, Wydawnictwo Naukowe PWN, Warszawa
	Supplementary literature	Marketing. Podręcznik akademicki, red. Waśkowski, Wyd. UE w Poznaniu, Poznań 2022 Michalski E., Marketing. Podręcznik akademicki, Wydawnictwo Naukowe PWN, Warszawa 2023 Kotler, P, Kartajaya, H., Setiawan, I., Marketing 6.0. Przyszłość jest immersyjna, MT Biznes, Warszawa, 2024 Maison D., Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta, WN PWN, Warszawa 2010 Sagan A., Badania marketingowe. Podstawowe kierunki, Wyd. AE w Krakowie, Kraków 2004 Walesiak M., Metody analizy danych marketingowych, PWN, Warszawa 1996 Drapińska A., Marketing relacji we współczesnym świecie, PG Gdańsk 2020Marketing. Ujęcie systemowe, M. Daszkowska M. (red.),Wydawnictwo PG, Gdańsk 2005
	eResources addresses	
Example issues/ example questions/ tasks being completed	Discuss the elements of the marketing system Define the concept of marketing research List the stages of the marketing research process; present the goals and methods 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 proces 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	
Practical activites within the subject	Not applicable	

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