



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 Natalia Przybylska					
	Teachers	dr Natalia Przybylska 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						
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		
	<p>LECTURE</p> <p>The essence and typology of marketing research The process and design of marketing research Measurement and its levels Construction of a measurement instrument based on a questionnaire Attitude measurement The sampling process Data control, reduction, and coding Preliminary data analysis and classification of data analysis methods</p>		
	<p>Course content – exercises</p> <p>EXERCISES</p> <p>The origins, concepts, and definitions of marketing The marketing system and its elements The macro- and micro-environment Marketing strategy Segmentation and target market selection Product Pricing Distribution Promotion</p>		
Prerequisites and co-requisites	Course content – laboratory		
	<p>LABORATORY</p> <p>Presentation of laboratory tasks and assessment criteria. Discussion of the study testing the concept of a new product or service; Presentation of the research report structure; Development of new product/service concepts brainstorming and market offer analysis. Preparation of a concept selection sheet analysis and selection of a new product concept and its refinement (need, form, technology); Preparation of a new product concept description for survey research; Formulation and decomposition of the research problem and creation of a preliminary list of questions brainstorming; Design of a survey questionnaire developing questions concerning needs and ways of satisfying them, evaluation of attitudes toward the concept, preferred product features and attributes, and potential purchasing behavior; Preparation of the questionnaire using Google Forms; Pilot study testing and verification of the questionnaire; Sampling design and data collection; Preparation of a codebook for the main study questionnaire; data reduction and categorization of responses to open-ended questions; Development of a data matrix in Excel data coding; Univariate data analysis simple tabulation using SPSS software; Aggregation of survey responses; Preparation of results and conclusions in the report; Identification of research limitations and integration of all developed elements into a final report.</p>		
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., Marketing, Dom Wyd. Rebis, Poznań 2012 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	M. Daszkowska (red.) (2005). Marketing. Ujęcie systemowe, Wydawnictwo PG. 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 2020
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>Discuss the elements of the marketing system</p> <p>Define the concept of marketing research</p> <p>List the stages of the marketing research process; present the goals and methods of conducting exploratory research</p> <p>Explain the essence of panel research</p> <p>Present the rule of assigning numbers to objects and an example of a question at the level of measurement</p> <p>Build a question on a Likert scale</p> <p>List the steps in the sampling proces</p> <p>Explain the essence of stratified sampling</p> <p>Build a positional scale question and submit a completed codebook for it</p> <p>Introduce the general form of simple tabulation</p>	
Practical activites within the subject	Not applicable	

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