



Subject card

Subject name and code	Marketing research, PG_00053006						
Field of study	Data Engineering, Data Engineering						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	first-cycle studies	Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			English		
Semester of study	4	ECTS credits			3.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Marketing -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. inż. Dariusz Dąbrowski					
	Teachers	dr hab. inż. Dariusz Dąbrowski					
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	30.0	0.0	0.0	45
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours		Self-study	SUM	
	Number of study hours	45	2.0		28.0	75	
Subject objectives	The aim of the course is to acquaint students with different methods of gathering and analysing information needed for marketing activity.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_K02] makes competent and ethical decisions to create and maintain economic, social and environmental values	Student is able to make competent and ethical decisions in the process of planning and conducting marketing research			[SK2] Assessment of progress of work		
	[K6_U05] develops innovative solutions for data analysis and processing, using appropriate methods and tools	Student is able to plan and analyze data using various methods and tools applied in marketing research			[SU2] Assessment of ability to analyse information		
	[K6_W05] integrates data from multiple sources in order to analyze complex business problems	Student has knowledge of various data sources, methods of collecting them, and integrating them in the field of marketing research			[SW1] Assessment of factual knowledge		
Subject contents	Course content – lecture Essence and typology of marketing research; the marketing research process and research design; measurement and scales; questionnaire design; attitude measurement: single-item scales; attitude measurement: multi-item scales; sampling process; data editing and coding; one-way tabulation of non-metric variables; one-way tabulation of metric variables; graphic presentation of results and classification of data analysis methods; two-way cross tabulations: 2x2 contingency tables; two-way cross tabulations: rxc contingency tables; non-standardized interviews and projective methods; observations and surveys; <u>marketing research ethics.</u>						
	Course content – laboratory Presentation of the scope of laboratory (new product concept test) and structure of report; analysis of new product concepts and choosing concept for testing as well as refining this concept; developing new product concept chart; formulation of research problems and a list of preliminary questions; designing questions for questionnaire for diagnosing needs and ways of satisfying them; designing questions to measure attitude, preferences and purchase intention; testing the questionnaire and its improvement; designing sampling process and gathering data; drawing up the code book; data editing and categorization of open-ended questions; data coding; one-way tabulation and other methods of data analysis; drawing up results and conclusions; developing research limitations; integrating all elements in the report.						

Prerequisites and co-requisites	Principles of marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Five mid-term tests	60.0%	51.0%
	Final research project report	60.0%	49.0%
Recommended reading	Basic literature	D. D. Iacobucci, G.A. Churchill, "Marketing Research: Methodological Foundations", 11th ed., Earle Lite Books, 2015 J. F. Hair, R. P. Bush, D. J. Ortinau, "Essentials of Marketing Research", McGraw-Hill Irwin, 2023 D. A. Aaker, V. Kumar, G. S. Day, "Marketing Research", Wiley John and Sons, 2007	
	Supplementary literature	P. Hague, "Marketing Research in Practice", Kogan Page, 2021 M. J. Schmidt, S. Hollensen, "Marketing Research. An International Approach", Prentice Hall, 2006	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Examples of questions: define marketing research; name phases of marketing research process; present purposes and ways of conducting exploratory research; explain the essence of longitudinal studies on panels; present the rule of assigning numbers to objects and give an example of a question in the interval level of measurement; develop a question in the Likert scale; name all phases of the sampling process; explain the essence of stratified random sampling; build a question in the itemized-category scale and develop a codebook for it; present the general form of one-way tabulation; explain the essence of cluster analysis; name basic methods of gathering primary data; characterize the focus group interview; what is meant by interrogation and standardization within the survey; define personal interview; what are the ethical rules for conducting research with children.		
Practical activities within the subject	Not applicable		

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