GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Qualitative Methods in Marketing Research, PG_00073980		
Field of study	Economic Analytics		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
Education level	first-cycle studies	Subject group	Optional subject group 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	2	Language of instruction	Polish
Semester of study	4	ECTS credits	2.0
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 Natalia Przybylska	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	16.0	0.0	0.0	0.0	16

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	16	4.0	30.0	50

Subject objectives

The aim of the course is to prepare students to independently design, conduct, and analyse qualitative research in marketing, with particular emphasis on understanding consumer needs, motivations, attitudes, and behaviours. The course develops students' ability to select and apply qualitative research methods and techniques, interpret data, draw conclusions, and formulate recommendations to support business decision-making. It also fosters critical evaluation of the reliability and limitations of research findings, adherence to research ethics, teamwork skills, and effective communication of research results.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_U05] leverages the knowledge acquired in the field of economic analytics to solve challenging problems, achieving results that are economically and socially valuable.	The student is able to independently and collaboratively select and apply qualitative research methods and techniques to solve business research problems, interpret the findings, and formulate recommendations that deliver economic and social value.	[SU4] Assessment of ability to use methods and tools
[K6_K01] is ready to fulfill professional roles responsibly, taking legal, ethical, and cultural aspects into account in decision-making processes.	The student is prepared to conduct qualitative research responsibly and ethically, respecting research participants' rights, considering cultural factors, and ensuring the reliable interpretation and presentation of research findings to support business decision-making.	[SK5] Assessment of ability to solve problems that arise in practice

<table>
<tr><td>Subject contents</td><td>Course content – exercises

Introduction to qualitative research in marketing: its nature, objectives, applications, and limitations. Research design: defining research problems and questions, selecting research methods and participants, and applying research ethics. Projective techniques: word association tests, sentence completion tests, brand personification, brand archetypes, and collage. Designing, conducting, and interpreting research using projective techniques. Diary Studies: designing research tools, collecting data, and identifying patterns in consumer behaviour. In-depth Interviews (IDI): developing interview guides, probing techniques, and laddering. Netnography as a method of studying consumer behaviour in online environments. Focus Group Interviews (FGI): planning, developing discussion guides, moderation techniques, and focus group simulations. Qualitative data analysis and interpretation: coding, thematic analysis, identifying consumer insights, and formulating conclusions and business recommendations. Presenting and critically evaluating qualitative research findings. Case studies illustrating the application of qualitative research methods to solving business and marketing problems.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Marketing Research</td></tr>
<tr><td>Assessment methods and criteria</td><td><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td></td><td>60.0%</td><td>70.0%</td></tr>
<tr><td></td><td>60.0%</td><td>30.0%</td></tr>
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<tr><td>Recommended reading</td><td><table>
<tr><td>Basic literature</td><td>Dominika Maison, Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta, PWN, 2010;

David Silverman, Prowadzenie badań jakościowych, PWN, 2008.

Beata Glinka, Wojciech Czakon, Podstawy badań jakościowych, Warszawa, 2021.</td></tr>
<tr><td>Supplementary literature</td><td>France, S.L., Albinsson, P.A. & Luintel, S. Perspectives on projective techniques in consumer research: a review, primary analysis, and methodological guidance. J Market Anal (2026). https://doi.org/10.1057/s41270-026-00540-9

Robinson, O. C. (2023). Probing in qualitative research interviews: Theory and practice. Qualitative Research in Psychology, 20(3), 382–397. https://doi.org/10.1080/14780887.2023.2238625

Stephens, G. C., Ottrey, E., & Matthews, K. (2026). A practical guide to using diary methods in qualitative research. Anatomical sciences education, 19(2), 231-241.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
</table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>What are the fundamental characteristics, applications, and limitations of qualitative research? How does qualitative research differ from quantitative research?
Selecting qualitative research methods and techniques for specific marketing problems. Designing the research process.
Developing and conducting association tests and sentence-completion tests. Analyzing and interpreting the results obtained.
Applying projective techniques (brand personification, brand archetypes, collages) to study brand image and consumer attitudes.
Designing and implementing a diary study. Identifying patterns of consumer behavior, needs, and experiences.
Developing a guide for an in-depth interview (IDI). Using probing and laddering techniques to identify consumer motivations and values.</td></tr>
<tr><td>Practical activites within the subject</td><td>Not applicable</td></tr>
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