

Subject card

Subject name and code	Practical Aspects of Market Research, PG_00119081						
Field of study	Economics						
Date of commencement of studies	October 2023	Academic year of realisation of subject				2025/2026	
Education level	Bachelor's studies	Subject group					
Mode of study	full-time studies	Mode of delivery				at the university	
Year of study	3	Language of instruction				Polish	
Semester of study	6	ECTS credits				1.0	
Learning profile	academic	Assessment form				credit	
Conducting unit	Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Aziewicz				
	Teachers		dr Aleksandra Aziewicz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		0.0		0.0	15
Subject objectives	Presentation of theoretical and practical principles of marketing research through the independent design, implementation, and presentation of results.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W06] have an advanced knowledge of selected methods and tools, including statistical and econometric techniques, for describing economic agents and structures as well as social institutions and the processes taking place in them	is familiar with selected tools used to carry out and analyse market research	[SW2] presentation/project/paper/report
	[EKONL3_W10] knows and understands the basic concepts and principles of industrial property, intellectual property and copyright law	knows the basic concepts of copyright law in relation to research	[SW1] oral statement/conversation/discussion
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	thinks in an entrepreneurial manner, is able to adapt to new situations and conditions, using the skills acquired in the course to interpret research results	[SK2] presentation/project/paper/report
	[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	using the results of the survey, is able to evaluate economic processes and phenomena	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
[EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally	Be able to analyse and evaluate different solutions using appropriate methods and tools from the research area	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report	
Subject contents	<p>1. Introduction to market researchmarket research and marketing; the importance of market research in business management, SIM - marketing information system; research problem and decision-making problem; research market in Poland and the world.2. Designing market researchDesigning marketing research - design stages; the difference between a commercial and research project; questionnaire design; types of questionnaires and questions included in them; potential errors in the research and questionnaire design process, sample selection. 3. Methods and techniques of collecting information from the marketmethods of researching individual and institutional clients; methods of conducting market research; tools and techniques used in marketing research; qualitative research and quantitative research; qualitative research scenario 4. The use of the SPSS package in market researchprograms used to build the questionnaire - discussion of the programs' functionality; construction of the SPSS program, statistical analysis of data in SPSS, segmentation report; data export (based on students' own research)5. Market research reporttypes of reports; scope of information in the report; elements of market research reports; presentation of students' own research.</p>		
Prerequisites and co-requisites	none		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	51.0%	100.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. K. Mazurek-Łopacińska, Badania marketingowe, Wydawnictwo Naukowe PWN, Warszawa 2016 (dostępne na IBUK Libra) 2. M. J. Lutostański, A. Łebkowska, M. Protasiuk, Badanie rynku, Wydawnictwo Naukowe PWN, Warszawa 2021 (dostępne na IBUK Libra) 3. T. Czuba, M. Skurczyński, Badania tajemniczy klient a badania satysfakcji (aspekt praktyczny), Prace Naukowe Akademii Ekonomicznej we Wrocławiu, 2003. 	
	Supplementary literature	<ul style="list-style-type: none"> • U. Flick, Projektowanie badania jakościowego, Wydawnictwo Naukowe PWN, Warszawa 2012 (dostępne na IBUK Libra) • A. Oniszczuk-Jastrzębek, T. Czuba, Jakość obsługi klienta w sektorze małych i średnich przedsiębiorstw na przykładzie usług ubezpieczeniowych, Marketing i Zarządzanie, Uniwersytet Szczeciński 2017. 	
	eResources addresses		
Example issues/ example questions/ tasks being completed			

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