

Subject card

Subject name and code	Market Research, PG_00118983						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	5	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of Maritime Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Hanna Klimek				
	Teachers						
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	Presenting market research in connection with the decision-making process; familiarizing them with the research process, research methods and the most important areas of market research.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W06] knows in depth 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	The student knows that: there are different approaches to the issue of market research, in particular to its purpose, scope, subject and mechanisms; market and marketing research are part of the decision-making process; the universal nature of research methods and techniques means that they can be used to obtain and process data regarding any type of market. The student knows the principles of functioning of the market and the market mechanism and its importance for decisions made in enterprises; understands the need for market research as one of the important areas of operation of a modern enterprise; knows the essence, areas and mechanisms of market research; knows the course of the research process; knows the types and methods of research; knows the sources, methods and tools for obtaining data.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student is able to use the acquired research methods and tools and use the research results for marketing purposes. Is able to use various data sources and interpret statistical data, as well as calculate and interpret selected indicators, e.g. the company's market share.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer	The student knows good CSR practices and applies them in his professional work.	[SK8] observation of student's independent or team work
	[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	The student is able to identify and analyze relationships between competing business entities, building maps of strategic groups, conducting segmentation research, determining the factors of competitiveness of products and enterprises, and identifying factors influencing buyer behavior.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	The student has the ability to observe, understand and analyze various market phenomena and processes and present his own position, supporting it with arguments based on the results of conducted research.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	The student uses expert methods in market research.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task
Subject contents	<ol style="list-style-type: none"> 1. MARKET AND MARKETING RESEARCH (practical application of selected research methods and tools). 2. CONSTRUCTION OF A SURVEY QUESTIONNAIRE (principles of building a survey questionnaire; preparing a survey questionnaire regarding the subject of research in a student's bachelor's thesis) 3. DEMAND RESEARCH (market absorption research; market capacity research; market potential research; consumer attitudes and preferences research, segmentation research using selected indicators). 4. RESEARCH ON THE MARKET STRUCTURE AND METHODS OF SHAPING THE MARKET POSITION OF ENTERPRISES (research on the company's share in the market; competition and competitiveness; competition research; competitiveness research using selected indicators). 		

Prerequisites and co-requisites	Basic knowledge, skills and competences acquired in the subjects: microeconomics and marketing.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Completion of tasks	51.0%	70.0%
	Activity in classes	51.0%	30.0%
Recommended reading	Basic literature	<p><i>Badanie rynku</i>, red. M.J. Lutostański, A. Łebkowska, M. Protasiuk, Wydawnictwo Naukowe PWN SA, Warszawa 2021</p> <p><i>Badania marketingowe. Nowe metody badań i zastosowania</i>, red. R. Milic-Czerniak, Wydawnictwo Difin, Warszawa 2019</p> <p>S. Kaczmarczyk, <i>Badania marketingowe. Podstawy metodyczne</i>, PWE, Warszawa 2014</p> <p><i>Badania marketingowe w zarządzaniu organizacją</i>, red. nauk. W. Popławski, E. Skawińska, PWE, Warszawa 2012</p> <p>D. Maison, <i>Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta</i>, Wydawnictwo Naukowe PWN, Warszawa 2010</p> <p>S. Kaczmarczyk, <i>Zastosowania badań marketingowych</i>, PWE, Warszawa 2007</p> <p>P. Kotler, H. Kartajaya, I. Setiawan, <i>Marketing 4.0. Era cyfrowa</i>, MT Biznes, Warszawa 2017</p> <p>P. Kotler, H. Kartajaya, I. Setiawan, <i>Marketing 5.0. Technologie next tech</i>, MT Biznes, Warszawa 2021</p> <p>P. Siuda, <i>Ankieta internetowa: zalety i wady - rekapitulacja</i>, (w:) <i>Metody badań online</i>, red. P. Siuda, Wydawnictwo Naukowe Katedra 2016</p>	

	Supplementary literature	<p>P. Hague, N. Hague, C.-A. Morgan, <i>Badania rynkowe w praktyce</i>, HELION, 2005</p> <p><i>Analiza rynku</i>, pr. zbior. pod red. H. Mruka, PWE, Warszawa 2003</p> <p>S. Mynarski, <i>Badania rynkowe w przedsiębiorstwie</i>, Wyd. AE, Kraków 2001</p> <p>H. Klimek, <i>Badania rynkowe i badania marketingowe a badania rynku</i>, (w:) <i>Studia i Materiały Instytutu Transportu i Handlu Morskiego</i>, red. nauk. O. Dębicka, H. Klimek, T. Gutowski, "Zeszyty Naukowe Uniwersytetu Gdańskiego" nr 6, Gdańsk 2009</p> <p>S. Kaczmarczyk, R. Pałgan, <i>Marketing w przedsiębiorstwie. Ujęcie zarządcze i systemowe z przykładami</i>, ODiDK, Gdańsk 2008</p> <p>H. Klimek, <i>Globalization and Market Research</i>, (in:) <i>The Reality and Dilemmas of Globalization</i>, ed. K. Dobrowolski, J. Żurek, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2008</p> <p>R. J. Kaden, <i>Badania marketingowe</i>, PWE, Warszawa 2008</p> <p><i>Kompendium wiedzy o marketingu</i>, red. nauk. B. Pilarczyk, H. Mruk, Wyd. Nauk. PWN, Warszawa 2006</p> <p>J. Dąbrowski, H. Klimek, <i>Purchasing research of enterprises</i>, (in:) <i>The Challenges of Global Economy</i>, ed. by O. Dębicka, K. Dobrowolski, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2013</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> 1. Research process design. 2. The most important data sources. 3. Selected research methods and techniques. 4. Rules for constructing a survey questionnaire. 	
Work placement	Not applicable	

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