

Subject card

Subject name and code	Marketing research, PG_00080751						
Field of study	Chemical Business						
Date of commencement of studies	October 2024	Academic year of realisation of subject				2026/2027	
Education level	Bachelor's studies	Subject group				Optional subject group	
Mode of study	full-time studies	Mode of delivery				at the university	
Year of study	3	Language of instruction				Polish Polish	
Semester of study	6	ECTS credits				1.0	
Learning profile	academic	Assessment form				credit	
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Marek Szczepaniec				
	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		2.0		8.0	25
Subject objectives	The aim of the course is to equip the student with knowledge, skills, and competencies in the field of marketing research.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BCHINŽ_W09] Describes the principles of creating and developing forms of individual entrepreneurship using knowledge of economics.	Can prepare a report on marketing research.	[SW2] presentation/project/paper/report
	[BCHINŽ_U11] Uses the acquired economic knowledge in undertaking independent business activities and resolving dilemmas of professional work.	Can apply the results of marketing research in practice.	[SU2] presentation/project/paper/report
	[BCHINŽ_U12] Is able to participate in the analyses and evaluation of alternative solutions to economic problems and choose methods and instruments to rationally resolve them.	Can analyze market structures based on marketing research results.	[SU2] presentation/project/paper/report
	[BCHINŽ_K06] Is familiar with the general principles of creating and operating forms of individual entrepreneurship.	Knows the procedures for starting startups.	[SK2] presentation/project/paper/report
	[BCHINŽ_W12] Has basic knowledge of man as an entity creating economic structures in the chemical business and has elementary knowledge of the principles and motives of human action in these structures.	Knows the mechanisms of consumer behavior.	[SW2] presentation/project/paper/report
	[BCHINŽ_W01] Describes the relationship between the economy and the functioning of the chemical industry.	Can describe a selected chemical or pharmaceutical market.	[SW2] presentation/project/paper/report
	[BCHINŽ_W08] Enumerates and describes concepts and principles in the field of protection of industrial property and copyright and the use of patent information resources.	Knows the role that innovations play in business.	[SW2] presentation/project/paper/report
Subject contents	1.Introduction to Marketing Research 2.SIM and Types of Marketing Research 3.Qualitative Research and IDI Scenario Design 4.Focus Group Research 5.Quantitative Research 6.Designing CAWI Questionnaires 7.Product Research 8.Pricing Research 9.Distribution Research 10.Marketing Communication Research 11.Marketing Research Report		
Prerequisites and co-requisites	No entry requirements		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Scenario	51.0%	25.0%
	Questionnaire	51.0%	25.0%
	Report	51.0%	50.0%
Recommended reading	Basic literature	K. Mazurek-Lopacińska (Ed.), Marketing Research: Theory and Practice, PWN, Warsaw 2011. S. Kaczmarczyk, Marketing Research: Methodological Foundations, PWE, Warsaw 2011.	
	Supplementary literature	Start and Development of Enterprises. How to Start Your Own Business and Achieve Success? Edited by M. Szczepaniec, P. Kulawczuk, M. Sierpińska, University of Gdańsk Press, Gdańsk 2024.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Marketing Information System CAWI IDI Focus group NetPromoter Score		
Work placement	Not applicable		

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