

Subject card

Subject name and code	Statistical Market Research, PG_00155546						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject			2025/2026	
Education level	postgraduate 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			Polish	
Semester of study	3		ECTS credits			4.0	
Learning profile	academic		Assessment form				
Conducting unit	Katedra Statystyki -> Faculty of Management -> Rektor						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Jurkiewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	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	30		21.0		49.0	100
Subject objectives	To learn about the problems of sample surveys, research techniques and methods, the selection of the sampling frame, the preparation and evaluation of the questionnaire, to acquire the skills to carry out the survey independently. To understand the methods of mathematical statistics (estimation and hypothesis verification), the conditions of their application and practical limitations						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U05] The student can correctly select and apply advanced, complex methods and tools used in management and quality studies.	Can correctly select and apply tools used in market research.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[ZARZMU2_W04] The student has an extended knowledge of the enterprise environment, its factors and changes occurring in this area, as well as the relations, significance and influence of the environment and stakeholders on the functioning of the enterprise. The student has expanded knowledge of tools for diagnosing macro- and micro-environment.	Has an extended knowledge of the company's environment, the changes taking place in this area. Has a broad knowledge of research tools.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task
	[ZARZMU2_U01] The student has an in-depth ability to interpret socio-economic phenomena and current events in economic policy and economics, independently formulate his own opinions in this area, and propose adequate solutions in the case of changes occurring in these areas.	Has an in-depth ability to interpret the results of market research and also to formulate his or her own opinions in this area independently.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[ZARZMU2_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes. The student is able to inspire and organize the learning process of others.	Is aware of the changes in knowledge over time and understands the need for lifelong learning and deepening knowledge of research methods.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work [SK5] implementation of a problem task
	[ZARZMU2_U09] The student has an in-depth ability to formulate hypotheses and objectives and solve the research problem, using the literature on the subject and appropriately selected research methods.	Has an in-depth ability to formulate hypotheses and objectives, to solve a market research problem.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[ZARZMU2_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily. The student can inspire others to learn.	Is aware of the need to supplement and extend acquired knowledge and skills in statistical research.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work [SK4] test/exam - oral or written [SK5] implementation of a problem task
Subject contents	Complete and sample surveys. Statistical description versus statistical inference. Advantages and disadvantages of specific types of survey. Stages of a survey. Programming and planning a survey. Quality of survey data. Random errors. Non-random errors (completeness and in content). Methods of error identification and reduction. Sources of errors. Types and forms of questionnaires. Types of questions and question formulation technique. Questionnaire coding. Market data analysis methods. Weighting of survey information, determination of weights. Parameter estimation, estimation of error rates. Verification of hypotheses. Analysis of correlations.		
Prerequisites and co-requisites	Knowledge of the basics of probability calculus and basic measures of statistical description		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Final project	51.0%	50.0%
	Exam	51.0%	50.0%
Recommended reading	Basic literature	Groves R. M. i in., Survey Methodology, Wiley 2004 Szreder M., Metody i techniki sondażowych badań opinii. wyd. II, PWE, Warszawa	

	Supplementary literature	Gruszczyński L. A., Kwestionariusze w socjologii, Wyd. UŚ, Katowice Kaczmarczyk S., Badania marketingowe. Metody i techniki. PWE, Warszawa Kędzior Z., Karcz K., Badania marketingowe w praktyce. PWE, Warszawa Kowal J., Metody statystyczne w badaniach sondażowych rynku. PWN, Warszawa Mazurek-Łopacińska K. (red.), Badania marketingowe. Wyd. AE, Wrocław Nikodemka-Wołowik A. M., Jakościowe badania marketingowe. PWE, Warszawa
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Preparation of a research report (e.g. Professional activity of students up to the age of 26 in first- and second-level studies at Polish universities, Smartphones and students, Willingness to perform micropayments in free-to-play games, Students and artificial intelligence (AI)) What are the sources of errors Discuss the division of research by type of observation What are the types of questionnaires Discuss the advantages and disadvantages of a mail interview Discuss the survey organisation stage	
Work placement	Not applicable	

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