

Subject card

Subject name and code	Qualitative Marketing Research, PG_00156036						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	postgraduate studies		Subject group		Obligatory subject group in the field of study		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish polish		
Semester of study	2		ECTS credits		5.0		
Learning profile	academic		Assessment form				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Sylwia Kuczamer-Kłopotowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	7.0	8.0	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		49.0		61.0	125
Subject objectives	Knowledge and skills related to preparing and conducting qualitative marketing research and interpreting the obtained results.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	Is able to search for detailed information regarding the market and the company in the process of planning qualitative research.	[SU2] presentation/project/paper/report
	[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 depreciation of knowledge and understands the need for continuous improvement of one's professional skills.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZARZMU2_W08] The student has in-depth knowledge of enterprise and entrepreneurship, determinants shaping the effectiveness of economic activity with regional and international aspects.	Has in-depth knowledge of qualitative market research methods, including the enterprise environment.	[SW4] test/exam - oral or written
	[ZARZMU2_U06] The student can forecast and simulate complex economic and social phenomena concerning the macro scale (economy) and micro terms (enterprise) using complex methods and tools applied in management and quality studies.	Is able to assess social phenomena using complex qualitative research techniques.	[SU2] presentation/project/paper/report
	[ZARZMU2_W03] The student has an extended knowledge of the organizational and legal forms of establishment and functioning of enterprises and the development of various forms of individual entrepreneurship in Poland, knows and understands advanced concepts, principles and legal norms and regulations governing the functioning of business entities.	Has extensive knowledge of the functioning of enterprises.	[SW4] test/exam - oral or written
	[ZARZMU2_K04] The student knows the need to resolve dilemmas related to the profession's performance and fulfilling social obligations. He correctly identifies them.	Is aware of the need to resolve dilemmas related to the performance of the market research profession	[SK4] test/exam - oral or written
Subject contents	1. The essence of qualitative marketing research 2. Qualitative research and quantitative research 3. Classification of qualitative marketing research 4. Application of qualitative research in marketing 5. Phases of the research process in qualitative research 6. Methods and techniques used in qualitative research 7. Directions of development of qualitative research		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	semester project	51.0%	50.0%
	written test	51.0%	50.0%
Recommended reading	Basic literature	M.Kaczmarek, I. Olejnik, A.Springer,Badania jakościowe : metody i zastosowania, CeDeWu, Warszawa, 2016 D. Maison, Jakościowe metody badań marketingowych, jak zrozumieć konsumenta, Wyd. Naukowe PWN, Warszawa 2010	
	Supplementary literature	R. Barbour, Badania fokusowe, Wyd. Naukowe PWN, Warszawa 2011 M. Angrosino, Badania etnograficzne i obserwacyjne, Wyd. Naukowe, PWN Warszawa, 2010 K.Mazurek-Łopacińska, M.Sobocińska, Badania marketingowe : rozwój metod i technik , Wydawnictwo Uniwersytetu Ekonomicznego, Wrocław, 2018.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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