

Subject card

Subject name and code	Marketing Research, PG_00156095						
Field of study	Badania marketingowe						
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 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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		4.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Statistics -> Faculty of Management -> Rector						
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	30.0	30.0	0.0	0.0	0.0	60
	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	60		2.0		38.0	100
Subject objectives	1. Familiarization with the essence of marketing research, the role of research in management and decision-making.2. Ability to define the subject, entity, goal, hypotheses and tasks of marketing research. Familiarization with the stages of marketing research and indicating the importance of each of them.3. Theoretical and practical ability to organize marketing research.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_W04] The student has advanced knowledge of the environment of the enterprise, its factors and changes occurring in this area, as well as the relationship, significance and impact of the environment and stakeholders on the functioning of the enterprise. Knows advanced methods of diagnosing macro- and micro-environment.	The student has advanced knowledge of the company's environment, its factors and changes occurring in this area based on the analysis of secondary data or the implementation of marketing research. The student has knowledge of the relationships, importance and impact of the environment and stakeholders on the functioning of the company. Knows advanced methods of diagnosing the macro- and micro-environment. Is able to obtain the necessary information by implementing marketing research.	[SW4] test/egzamin - ustny lub pisemny [SW2] prezentacja/projekt/referat/raport [SW5] realizacja zadania problemowego
	[ZARZL3_U05] The student can correctly select and apply advanced methods and tools used in management and quality sciences.	The student is able to correctly select and apply advanced methods and tools used in management and quality sciences when conducting marketing research.	[SU1] wypowiedź ustna/rozmowa/dyskusja [SU2] prezentacja/projekt/referat/raport [SU4] test/egzamin - ustny lub pisemny [SU6] demonstracja umiejętności praktycznych
	[ZARZL3_K03] The student knows the need to identify important problems, including economic and social issues, and plan ways to solve them.	The student is aware of the need to identify important problems, including economic and social ones, and to plan ways to solve them supported by marketing research.	[SK1] wypowiedź ustna/rozmowa/dyskusja [SK2] prezentacja/projekt/referat/raport [SK4] test/egzamin - ustny lub pisemny [SK8] obserwacja samodzielnej lub zespołowej pracy studenta
	[ZARZL3_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 is aware of the need to supplement and expand acquired knowledge and skills in the area of marketing research, and tries to interdisciplinarily combine knowledge from various fields and disciplines of science.	[SK2] prezentacja/projekt/referat/raport [SK4] test/egzamin - ustny lub pisemny
	[ZARZL3_W11] The student knows and understands the principles of obtaining and using different types of resources in achieving the development goals of the enterprise.	The student knows and understands the principles of acquiring and using various types of resources in achieving the development goals of an enterprise supported by marketing research.	[SW1] wypowiedź ustna/rozmowa/dyskusja [SW2] prezentacja/projekt/referat/raport
	[ZARZL3_U07] The student is able to search for information necessary in making rational decisions of an operational and strategic nature in enterprises.	The student is able to search for the necessary information needed to carry out marketing research in the process of making rational decisions of an operational and strategic nature in enterprises.	[SU3] opracowanie tekstowe/praca pisemna [SU8] obserwacja samodzielnej lub zespołowej pracy studenta
	[ZARZL3_U01] The student is able to correctly interpret socio-economic phenomena, current events in economic policy, economics, as well as to independently formulate his own opinions in this regard and to propose adequate solutions in case of changes occurring in these areas.	The student is able to correctly interpret the results of completed marketing research. The student is able to independently formulate their own opinions in this area and propose adequate decisions in the case of changes occurring in these areas.	[SU1] wypowiedź ustna/rozmowa/dyskusja [SU2] prezentacja/projekt/referat/raport [SU6] demonstracja umiejętności praktycznych
	[ZARZL3_W13] The student knows advanced methods and techniques of managerial analysis to support the process of economic decision-making, and is familiar with sources of data and information from various fields of social sciences, especially management and quality sciences.	The student knows advanced methods and techniques used in marketing research. The student knows the sources of data and information needed to conduct marketing research.	[SW4] test/egzamin - ustny lub pisemny [SW1] wypowiedź ustna/rozmowa/dyskusja [SW2] prezentacja/projekt/referat/raport
	[ZARZL3_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 aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening knowledge both in academic and non-academic settings in the area of marketing research.	[SK1] wypowiedź ustna/rozmowa/dyskusja [SK4] test/egzamin - ustny lub pisemny [SK8] obserwacja samodzielnej lub zespołowej pracy studenta

Subject contents	Complete survey (census) and sample survey. Statistical description and statistical inference. Advantages and disadvantages of particular types of surveys. Sample design and data collection. The concept of random and non-random samples. Basic types of sample selection schemes for surveys. Non-probabilistic sample selection techniques. Random sample selection, basic sampling plans, constructing sampling frames, obtaining representative samples. Proportional and non-proportional sample allocations. The essence, concept and role of marketing research. Definition of marketing research. Classification of marketing research and its basic functions. Areas of application of marketing research. Users of marketing research results. Sources of information and data gathering for marketing research. Development of marketing research in Poland and worldwide. Marketing information system in the marketing decision-making process. Stages of research. Programming and planning research. Building a research schedule. Assessment of research data quality. Random errors. Sources of errors. Non-random errors (coverage errors and measurement errors). Methods of error identification and reduction. Organisation of marketing research. Stages of marketing research. Research design: defining the research problem, analysing the situation, determining the research task, formulating research hypotheses. Data collection methods and forms of data collection: primary data, secondary data. Quantitative and qualitative research. The concept of a survey questionnaire. Types and forms of questionnaires. Structure of a survey questionnaire. Types of questions and measurement scales, techniques for formulating them. Coding the questionnaire. Factors affecting the quality of marketing research. Measuring customers attitudes. Construction of a scale for psychological attributes. Evaluation of the quality of the measurement tool. Application of quantitative methods in marketing research. Weighting of research information, determining weights for unbalanced samples. Data analysis and interpretation. Estimation of parameters, evaluation of error sizes, verification of statistical hypotheses, analysis of association. Preparation of a research report. Processing of research results, data reduction, analysis and interpretation of data, presentation and evaluation of marketing research results. Practical application of SPSS and/or Statistica software.		
Prerequisites and co-requisites	The student has basic knowledge of descriptive statistics and marketing.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	50.0%
	final project	51.0%	50.0%
Recommended reading	Basic literature 1. Churchill G.A., Badania marketingowe. Podstawy metodologiczne, PWN, Warszawa 2002 2. Duliniec E., Badania marketingowe w zarządzaniu przedsiębiorstwem, PWN, Warszawa 2002 3. Mazurek-Łopacińska Krystyna, Badania marketingowe, Teoria i praktyka, Wydawnictwo Naukowe PWN, Warszawa 2005 4. Mazurek-Łopacińska Krystyna, Badania marketingowe, podstawowe metody i obszary zastosowań, Wydawnictwo Akademii Ekonomicznej im. Oskara Langego we Wrocławiu, Wrocław, 1997		

	Supplementary literature	1. Kędzior Z., Karcz K., Badania marketingowe w praktyce, Polskie Wydawnictwo Ekonomiczne, Warszawa, 1996 2. Szreder M., Metody i techniki sondażowych badań opinii, PWE, Warszawa 2004 3. Kowal J., Metody statystyczne w badaniach sondażowych rynku, PWN, 1998 4. Malarska A., Statystyczna analiza danych wspomagana programem SPSS, SPSS Polska, Kraków, 2005 5. Dobosz M., Wspomagana komputerowo statystyczna analiza wyników badań, Akademicka Oficyna Wydawnicza EXIT, Warszawa 2001 6. Mynarski S., Praktyczne metody analizy danych rynkowych i marketingowych, Kantor Wydawniczy Zakamycze 2000 7. Pieczykolan R., Informacja marketingowa, PWE, Warszawa 2005, Walesiak M., Metody analizy danych marketingowych, PWN, Warszawa, 1996 8. Rószkiewicz M., Metody ilościowe w badaniach marketingowych, PWN, Warszawa, 2002, Pocięcha J., Metody statystyczne w badaniach marketingowych, PWN, Warszawa, 1996
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Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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