

Subject card

Subject name and code	Marketing Research, PG_00156755						
Field of study	Informatics and Econometrics						
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 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		7.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Statistics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Kamila Migdał-Najman				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	15.0	0.0	0.0	75
	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	75		30.0		70.0	175
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
	[liEL3_U07] The student can build formal models of complex economic phenomena and processes, estimate them, carry out their verification, and apply them to modelling, forecasting and optimization of the resources of low-complexity economic institutions, their structure and the course of processes in them.	he student is able to apply quantitative methods in the decision-making process. The student is able to verify the significance and usefulness of methods when solving complex market phenomena and processes.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[liEL3_W05] The student has advanced knowledge of the sources of socio-economic data, their databases and ways of creating them.	The student has advanced knowledge of marketing data sources, their databases and how they are created.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[liEL3_K02] The student can communicate with the public on computer science and econometrics topics in and outside the workplace, communicate his knowledge and share his skills through various media.	The student is able to communicate with the environment on topics related to marketing research in the workplace and outside it, convey his/her knowledge and share his/her skills using various media.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[liEL3_W04] The student has advanced knowledge of mathematical, statistical, econometric and computer methods of obtaining, processing and analysing data depicting the functioning and development of the national economy and its elements, as well as the phenomena and processes occurring in their environment.	The student knows advanced statistical and IT methods enabling the acquisition, processing and analysis of data in the area of marketing research.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[liEL3_U05] The student can make a statistical description of advanced economic categories, formulate and verify simple hypotheses on their formation.	The student is able to statistically describe advanced economic categories, formulate and verify simple hypotheses regarding their formation during the implementation of marketing research.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU6] demonstration of practical skills
	[liEL3_K01] The student understands the need to constantly supplement and deepen acquired knowledge; is open to new ideas and teaching methods.	The student understands the need to constantly supplement and deepen the acquired knowledge in the area of marketing research. The student is open to new ideas and teaching methods.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[liEL3_W01] The student has advanced knowledge of the place of social sciences in the system of sciences, their nature, methodology and connections with other sciences.	The student has advanced knowledge of the importance of marketing research, its nature, methodology and connections with other sciences.	[SW4] test/exam - oral or written

Subject contents	Marketing research as an all-encompassing activity. Main areas of enterprise activity in meeting consumer needs. Development of marketing research in the world - historical outline - the period of industrial and agrarian revolution. Development of marketing research in the world - historical outline. Development of marketing research theory and practice. Significance of The Curtis Publishing Company in the development of marketing research. Examples of the first marketing research and its significance in local and national markets. Development of marketing research in Poland. Polish marketing research market - status, trends, current needs and challenges. Job opportunities in the field of marketing research. Definition of marketing research. Basic functions and objectives of marketing research. Decision support system and marketing information system. Users of marketing research results. Basic criteria for the division of marketing research. Subject criterion, sources of information, type of research, period under study, nature of information obtained. The concept of market research and marketing research. Examples of marketing and market research. Basic stages of marketing research. Schedule of implementation of individual stages of the research. Defining the problem and purpose of the research. From decision problem to research problem. Examples of methods for identifying a research problem. Defining the research plan. Basic research methods. Qualitative research. Research based on a focus group interview. Advantages and limitations of a focus group interview. Selected types of focus groups. Brainstorming. Ethnographic research. Experimental research. Data collection. Methods and forms of data collection. The importance, benefits and problems of secondary data in marketing research. Types of secondary data. Examples of using secondary data in marketing research. Collection of primary data. The concept of a random sample. Sampling frame and sampling techniques. The concept of sample allocation. Summary remarks on probabilistic sampling methods. Nonprobability sampling methods. Selection of the type of research, method and scope of the research. Schedule and cost calculation. Quality of marketing data. Classification of errors according to type criteria. The impact and significance of errors. Random errors. Non-random errors (completeness and content). Methods of identifying and reducing errors. Sources of errors. The concept of a survey questionnaire. Types and forms of questionnaires. Designing a questionnaire. Types and forms of questionnaires. Testing a questionnaire. Pilot study. Coding a questionnaire. Open and closed questions. Measurement scales. Semantic scale. Graphic scale. Measuring attitudes. Construction of a scale for psychological attributes. Examples of using measurement scales in marketing research. Visualization of marketing research results. Preparation of a marketing research report. Report forms. Oral report. The future of marketing research in the world. Use of modern information technologies in marketing research.		
Prerequisites and co-requisites	The student has basic knowledge of descriptive statistics and computer statistical packages.		
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. Dulinić 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 5. Szreder M., Metody i techniki sondażowych badań opinii, PWE, Warszawa 200		

	Supplementary literature	1. Kędzior Z., Karcz K., Badania marketingowe w praktyce, Polskie Wydawnictwo Ekonomiczne, Warszawa, 1996 2. Kowal J., Metody statystyczne w badaniach sondażowych rynku, PWN, 1998 3. Malarska A., Statystyczna analiza danych wspomagana programem SPSS, SPSS Polska, Kraków, 2005 4. Dobosz M., Wspomagana komputerowo statystyczna analiza wyników badań, Akademicka Oficyna Wydawnicza EXIT, Warszawa 2001 5. Mynarski S., Praktyczne metody analizy danych rynkowych i marketingowych, Kantor Wydawniczy Zakamycze 2000 6. Pieczykolan R., Informacja marketingowa, PWE, Warszawa 2005, Walesiak M., Metody analizy danych marketingowych, PWN, Warszawa, 1996 7. 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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