

Subject card

Subject name and code	Statistical Market Research, PG_00157350						
Field of study	Informatics and Econometrics						
Date of commencement of studies	October 2024		Academic year of realisation of subject			2025/2026	
Education level	Master'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	2		Language of instruction			Polish	
Semester of study	3		ECTS credits			2.0	
Learning profile	academic		Assessment form			exam	
Conducting unit	Department of Statistics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr 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		10.0		15.0	55
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
	[liEMU2_U02] The student is able to proficiently acquire detailed information about economic processes and phenomena through direct observation, planned experimentation or database queries, as well as collect and process it using modern information technology tools.	Can proficiently acquire data from secondary sources, plan a survey or do a database query, and collect and process data using modern IT tools.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[liEMU2_U05] The student is able to make a statistical description of basic and detailed economic categories at an advanced level, formulate and verify hypotheses about their formation.	Be able to make a statistical description of the results of market research and apply methods of mathematical statistics at an advanced level.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[liEMU2_K04] The student can work in a team, co-create it, effectively manage and supervise it; efficiently adapts his behavior and conduct to his role in it; is ready to take responsibility for the team and bear the consequences; understands the necessity of systematicity and consistency in action; is open to other team members and critical of himself.	Able to work in, contribute to, effectively manage and supervise a research team; ready to take responsibility for the research team and bear the consequences; open to other team members and critical of oneself.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written [SK5] implementation of a problem task
	[liEMU2_U09] The student has an in-depth ability to prepare written works, oral speeches and multimedia presentations on the functioning and growth of the national economy and its components, the course of complex economic phenomena and processes, the acquisition of data about them, their collection, processing and analysis with the help of modern mathematical, statistical, econometric and IT tools, as well as their use in modeling, forecasting and optimization.	Has an in-depth ability to prepare written papers, oral presentations and multimedia presentations on market research, data acquisition, data collection, processing and analysis using modern statistical and IT tools.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[liEMU2_W04] The student has an in-depth knowledge of advanced mathematical, statistical, econometric and IT methods that enable the acquisition, processing and analysis of data reflecting the functioning and growth of the national economy and its components, as well as the phenomena and processes occurring in their environment.	Has in-depth knowledge of methods of statistical data analysis, statistical inference and IT tools for data acquisition, processing and analysis.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[liEMU2_K01] The student understands the need for continuous completion and deepening of acquired knowledge. The student inspires and organizes others' learning processes.	Understands the need to continuously complement and deepen the acquired knowledge with new statistical analysis tools and new data processing tools.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written [SK5] implementation of a problem task
	[liEMU2_K02] The student can communicate freely with the public on specialised topics in the field of computer science and econometrics in and outside the workplace, communicate his knowledge and share his skills through various media. Culturally participates in discussions, is not afraid to ask questions and knows how to give constructive criticism.	Able to communicate freely, culturally and assertively with the public on specialised market research topics, communicate knowledge and share skills.	[SK1] oral statement/conversation/discussion [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
	Exam	51.0%	50.0%
	Final project	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		
	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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