

Subject card

Subject name and code	Marketing Research., PG_00167151						
Field of study	Sport Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2026/2027	
Education level	Bachelor's studies		Subject group			Obligatory subject group 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			6.0	
Learning profile	academic		Assessment form			exam	
Conducting unit							
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	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		4.0		61.0	125
Subject objectives	The student learns the essence and role of marketing research in management. They are able to define its objectives, subject, classification, and stages. They acquire theoretical and practical skills in planning marketing research.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_U05] The student can correctly select and apply methods and tools used in management and quality sciences.	The student is able to appropriately select and apply marketing research methods and techniques, understanding their role in strategic and operational decision-making. They are familiar with various types of research (exploratory, descriptive, and causal), methods of data collection and analysis, and can assess the quality of information sources, using modern technologies and marketing information systems (MIS). The student is capable of planning and conducting marketing research – from the design stage, through data collection and analysis, to the preparation of a report and communication of the results.	[SU2] presentation/project/paper/report
	[ZSSML3_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 recognizes the necessity of continuously expanding knowledge and improving skills in the field of marketing research, being aware of the dynamic changes and increasing demands of the market. They actively integrate knowledge from various disciplines, applying an interdisciplinary approach to market analysis. This enables them to respond flexibly and effectively to complex marketing challenges and to support the business decision-making process based on reliable research.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZSSML3_W01] The student as advanced knowledge in the discipline of management and quality sciences and understands its interrelationship with other social sciences.	The student possesses in-depth knowledge in the fields of management and quality, understanding the key principles, methods, and tools used in these areas. They are able to effectively integrate this knowledge with other social sciences, such as economics, sociology, and psychology, enabling a holistic approach to solving organizational problems. The student employs various research methods, including interviews, observation, and experiments, to analyze complex management and quality processes in diverse socio-economic contexts, thereby supporting informed and effective decision-making.	[SW4] test/exam - oral or written
	[ZSSML3_W11] The student knows and understands the principles of acquiring and using various types of resources in achieving the development objectives of the enterprise and other entities of the sports market.	The student possesses comprehensive knowledge about acquiring and effectively utilizing various resources essential for achieving the developmental goals of companies and other participants in the sports market. This includes an understanding of financial, human, technological, and informational resources, as well as the ability to strategically manage them to enhance competitiveness and support sustainable development in the dynamic environment of the sports industry.	[SW4] test/exam - oral or written

	Course outcome	Subject outcome	Method of verification
	[ZSSML3_K05] The student is ready to correctly evaluate phenomena and clearly justify his position through rational, logical and entrepreneurial use of knowledge - basing his assertions and decisions on the analysis of received information.	The student is able to accurately assess market and consumer phenomena by utilizing available data and results from marketing research. They can critically analyze information, identify key trends, and factors influencing consumer behavior and market dynamics. Based on this, the student can formulate logical and well-founded positions that support effective marketing and business decision-making. As a result, their assessments have practical applications in strategy planning and optimization of market activities.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
Subject contents	Introduction to Marketing Research A Modern Approach. The essence and importance of marketing research in contemporary management. Definitions and the evolution of marketing research in the era of digitalization and globalization. The role of research in making strategic and operational decisions within a dynamic business environment. Integration of research with digitalization processes and management automation. Classification and functions of marketing research. Types of research: exploratory, descriptive, causal, as well as research based on big data and predictive analytics. Application of research in key marketing areas: market segmentation, competition analysis, customer experience (CX), product testing, and digital campaign evaluation. Examples of implementations in business practice based on the analysis of large datasets and artificial intelligence. Users and data sources in marketing research. Audience groups: managers, marketing departments, sales teams, business partners, and data analytics units. Sources of information: primary and secondary data, databases, industry reports, social media, e-commerce platforms, IoT data. The importance of data quality and its impact on the reliability and validity of research. Development and trends in marketing research. Historical overview and latest trends: big data, AI, machine learning, predictive analytics, and automation of research processes. Marketing Information Systems (MIS) in the digital age: structure, functioning, and integration with CRM and ERP systems. The importance of MIS for making fast, data-driven marketing decisions. Organization and stages of marketing research in a modern environment. Stage 1: Research design. Defining the research problem considering market environment analysis and technological trends. Setting objectives, tasks, and research hypotheses. Modern sampling methods: probabilistic and non-probabilistic techniques, including sampling using algorithms and artificial intelligence. Stage 2: Data collection. Modern data collection methods: digital surveys, social media monitoring, mobile research, CRM data analysis. Differences and applications of primary and secondary data, evaluation of their quality and usefulness. Designing questionnaires and research tools using online platforms and automation (e.g., chatbots). Factors affecting data quality: accuracy, reliability, minimizing measurement errors through advanced quality control techniques. Stage 3: Data analysis and interpretation. Data reduction and visualization techniques (e.g., dashboards, interactive reports). Advanced statistical analysis methods. Interpretation of results considering market context and technological trends. Preparing research reports tailored to different audiences, emphasizing visual communication and data storytelling.		
Prerequisites and co-requisites	Knowledge of basic concepts in marketing, marketing management, and statistics.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Semester Project	51.0%	50.0%
	Written exam	51.0%	50.0%
Recommended reading	Basic literature	Churchill G.A., <i>Marketing Research. Methodological Foundations</i>, PWN, Warsaw 2002 Duliniec E., <i>Marketing Research in Enterprise Management</i>, PWN, Warsaw 2002 Mazurek-Łopacińska Krystyna, <i>Marketing Research. Theory and Practice</i>, PWN Scientific Publishing, Warsaw 2005 Mazurek-Łopacińska Krystyna, <i>Marketing Research. Basic Methods and Areas of Application</i>, Publishing House of the Oskar Lange Academy of Economics in Wrocław, Wrocław, 1997	

	Supplementary literature	Kędzior Z., Karcz K., <i>Marketing Research in Practice</i>, Polish Economic Publishing House, Warsaw, 1996 Szreder M., <i>Methods and Techniques of Survey Opinion Research</i>, PWE, Warsaw, 2004 Kowal J., <i>Statistical Methods in Market Survey Research</i>, PWN, 1998 Malarska A., <i>Statistical Data Analysis Supported by SPSS Software</i>, SPSS Poland, Kraków, 2005 Dobosz M., <i>Computer-Aided Statistical Analysis of Research Results</i>, Academic Publishing House EXIT, Warsaw, 2001 Mynarski S., <i>Practical Methods of Market and Marketing Data Analysis</i>, Kantor Publishing House Zakamycze, 2000 Pieczykolan R., <i>Marketing Information</i>, PWE, Warsaw, 2005 Walesiak M., <i>Methods of Marketing Data Analysis</i>, PWN, Warsaw, 1996 Rószkiewicz M., <i>Quantitative Methods in Marketing Research</i>, PWN, Warsaw, 2002 Pociecha J., <i>Statistical Methods in Marketing Research</i>, PWN, Warsaw, 1996
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Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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