

## Subject card

|                                             |                                                                                                                                                         |                                                          |                                         |                                     |                                                                          |            |     |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|--------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Marketing Research, PG_00169798                                                                                                                         |                                                          |                                         |                                     |                                                                          |            |     |
| Field of study                              | Economics                                                                                                                                               |                                                          |                                         |                                     |                                                                          |            |     |
| 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<br>Optional subject group |            |     |
| Mode of study                               | part-time studies                                                                                                                                       |                                                          | Mode of delivery                        |                                     | at the university                                                        |            |     |
| Year of study                               | 2                                                                                                                                                       |                                                          | Language of instruction                 |                                     | Polish                                                                   |            |     |
| Semester of study                           | 4                                                                                                                                                       |                                                          | ECTS credits                            |                                     | 1.0                                                                      |            |     |
| Learning profile                            | academic                                                                                                                                                |                                                          | Assessment form                         |                                     |                                                                          |            |     |
| Conducting unit                             | Faculty of Economics -> Rector                                                                                                                          |                                                          |                                         |                                     |                                                                          |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                      |                                                          | dr Aleksandra Aziewicz                  |                                     |                                                                          |            |     |
|                                             | Teachers                                                                                                                                                |                                                          |                                         |                                     |                                                                          |            |     |
| Lesson types                                | Lesson type                                                                                                                                             | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                                                  | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                   | 0.0                                                      | 8.0                                     | 0.0                                 | 0.0                                                                      | 0.0        | 8   |
|                                             | 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                                                                                                                                   | 8                                                        |                                         | 3.0                                 |                                                                          | 14.0       | 25  |
| Subject objectives                          | Presentation of theoretical and practical principles of marketing research through the independent design, implementation, and presentation of results. |                                                          |                                         |                                     |                                                                          |            |     |

| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                   | Subject outcome                                                                                                                                                                                    | Method of verification                                                                             |
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|                                 | [EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure                                                                     | The student is familiar with creative thinking techniques, is able to describe market research results, and draw conclusions from them. If appear any doubts students talk it during consultations | [SK1] oral statement/conversation/discussion                                                       |
|                                 | [EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena                                                                                                                                                                                                                                  | Based on research results, the student is able to evaluate ongoing economic and social processes and phenomena.                                                                                    | [SU1] oral statement/conversation/discussion                                                       |
|                                 | [EKONL3_W10] knows and understands the basic concepts and principles of industrial property, intellectual property and copyright law                                                                                                                                                                                             | The student is familiar with the basic concepts and principles of intellectual property and copyright in the context of market research.                                                           | [SW1] oral statement/conversation/discussion                                                       |
|                                 | [EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally                                                                                                                                    | The student possesses skills enabling them to analyze and evaluate market research results while being able to select appropriate research methods for this purpose.                               | [SU1] oral statement/conversation/discussion                                                       |
|                                 | [EKONL3_W06] have an advanced knowledge of selected methods and tools, including statistical and econometric techniques, for describing economic agents and structures as well as social institutions and the processes taking place in them                                                                                     | The student is familiar with selected methods and tools in the field of market research that enable the description of phenomena observed in the economy.                                          | [SW2] presentation/project/paper/report                                                            |
|                                 | [EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements                                                                                                                                                             | The student participates in the execution of marketing research.                                                                                                                                   | [SK8] observation of student's independent or team work                                            |
|                                 | [EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it                                                                                                                                                                                                          | The student willingly collaborates within a team to accomplish project objectives.                                                                                                                 | [SU2] presentation/project/paper/report<br>[SU8] observation of student's independent or team work |
|                                 | [EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods                                                                                                                                                                                 | Using the knowledge acquired during the course, the student is able to observe and analyze economic phenomena and processes utilizing tools designed for marketing research.                       | [SU2] presentation/project/paper/report                                                            |
|                                 | [EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context                                                                                                                                                                          | The student applies the knowledge gained from marketing research to support decision-making in addressing economic or social dilemmas.                                                             | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report            |
|                                 | [EKONL3_W04] knows the types of economic and social ties and the regularities governing them                                                                                                                                                                                                                                     | The student possesses knowledge of economic and social connections in the context of marketing research.                                                                                           | [SW1] oral statement/conversation/discussion                                                       |
| Subject contents                | Marketing information system vs. research / Research market in Poland and worldwide<br>Design of market research (sample, questionnaire)<br>Methods and techniques for gathering information from the market<br>Types of quantitative and qualitative research<br>Use of the SPSS package in market research<br>Research reports |                                                                                                                                                                                                    |                                                                                                    |
| Prerequisites and co-requisites | none                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                    |                                                                                                    |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                         | Passing threshold                                                                                                                                                                                  | Percentage of the final grade                                                                      |
|                                 | project                                                                                                                                                                                                                                                                                                                          | 51.0%                                                                                                                                                                                              | 100.0%                                                                                             |

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| Recommended reading                                            | Basic literature         | <ol style="list-style-type: none"> <li>1. K. Mazurek-Łopacińska, Badania marketingowe, <a href="#">Wydawnictwo Naukowe PWN</a>, Warszawa 2016 (dostępne na IBUK Libra)</li> <li>2. M. J. Lutostański, A. Łebkowska, M. Protasiuk, Badanie rynku, <a href="#">Wydawnictwo Naukowe PWN</a>, Warszawa 2021 (dostępne na IBUK Libra)</li> <li>3. T. Czuba, M. Skurczyński, Badania tajemniczy klient a badania satysfakcji (aspekt praktyczny), Prace Naukowe Akademii Ekonomicznej we Wrocławiu, 2003.</li> </ol> |
|                                                                | Supplementary literature | <ul style="list-style-type: none"> <li>• U. Flick, Projektowanie badania jakościowego, Wydawnictwo Naukowe PWN, Warszawa 2012 (dostępne na IBUK Libra)</li> <li>• A. Oniszcuk-Jastrząbek, T. Czuba, Jakość obsługi klienta w sektorze małych i średnich przedsiębiorstw na przykładzie usług ubezpieczeniowych, Marketing i Zarządzanie, Uniwersytet Szczeciński 2017.</li> </ul>                                                                                                                              |
|                                                                | eResources addresses     | Adresy na platformie eNauczanie:                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Example issues/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

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