

Subject card

Subject name and code	Marketing Research Methods, PG_00174042						
Field of study	Logistics and Mobility						
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 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		English		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Dariusz Tłoczyński				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		5.0		30.0	50
Subject objectives	After completing the course, the student should know the objectives of marketing research, be able to create appropriate research tools, analyze research results and draw conclusions.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[LML3_U02] is able to use its theoretical knowledge and acquire data to analyze specific logistics and mobility processes and systems, and to analyze these processes and systems using methods developed in economics, finance, management science, logistics and mobility	The student is able to obtain and use data to analyse market phenomena related to logistics and mobility, using appropriate research methods and approaches specific to economics and management sciences. In case of difficulties or doubts, the student is ready to use the consultation with the instructor as a form of supporting the process of preparing for the written examination.	[SU4] test/exam - oral or written
	[LML3_U13] is able to interact and work in a group (including in an international environment), taking various roles in it	The student is able to work effectively in a research team, assuming various roles in the process of planning and implementing marketing research, also in an international context.	[SU4] test/exam - oral or written
	[LML3_K02] is aware of the level of his knowledge in the field of logistics and mobility, understands the need to deepen and update this knowledge throughout life	The student is able to independently assess the level of his/her knowledge and skills in the field of marketing research and recognizes the need for their continuous improvement in the context of the changing realities of logistics and mobility.	[SK4] test/exam - oral or written
	[LML3_W06] knows to an advanced degree selected methods and tools, including statistical techniques, to describe and model logistics and mobility processes and systems	The student is able to use selected research methods and statistical techniques to describe and analyze marketing processes in logistics and mobility.	[SW4] test/exam - oral or written
	[LML3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient to failure, knows how to identify threats and assess the risk of their occurrence	The student is able to design marketing research in a creative and flexible manner, adapting methods to changing market conditions and identifying risks and limitations associated with the research process.	[SK4] test/exam - oral or written
Subject contents	1. Introduction to Marketing Research. 2. Marketing Research in the Decision-Making Process. 3. Characteristics of Marketing Research Techniques. 4. Marketing Research - Design. 5. Sampling. 6. Questionnaire Design. 7. Scales. 8. Data Collection and Analysis.		
Prerequisites and co-requisites	Basic knowledge of marketing.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	exam	51.0%	100.0%
Recommended reading	Basic literature	Peter M. Chisnall, <i>Marketing research</i> , McGraw-Hill Book Co., Londyn, 1992; Gilbert A. Churchill, <i>Marketing research: methodological foundations</i> , Harcourt Brace College Publishers, Fort Worth, 1995; Paurav Shukla, <i>Essentials of Marketing Research</i> , BookBoon, Kopenhaga 2008.	

	Supplementary literature	Naresh K. Malhotra, Essentials of Marketing Research, Pearson Education, Londyn 2013. Tomasz Czuba, Farm insurance in Poland results of empirical research, Ubezpieczenia w Rolnictwie, 2020.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Which of the following best describes the difference between qualitative and quantitative research in marketing? A. Qualitative research always provides more objective results than quantitative research. B. Quantitative research relies on small samples and open-ended questions. C. Qualitative research is used to better understand motivations and attitudes, while quantitative research allows for the analysis of numerical and statistical data. D. Quantitative research is used exclusively in B2B market research.	
Work placement	Not applicable	

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