University of Gdańsk

Subject card

Subject name and code	Marketing Research, PG_00178513						
Field of study	Informatics and Econometrics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
Mode of study	part-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	16.0	16.0	8.0	0.0	0.0	40
	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	40		2.0		133.0	175
Subject objectives	The student learns the essence and significance of marketing research in the management process. They are able to precisely define the objectives, subject, classification, and stages of research. They acquire competencies in both the theoretical design and practical planning of marketing research.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[IiEL3_U02] Can select or construct econometrics, informatics or statistics tools and apply them to describe and solve economic and social problems	Student is able to identify, select, and construct econometric, IT, and statistical tools used in marketing research. Student can analyze their properties and limitations, verify their effectiveness in describing and solving marketing problems of economic and social nature. The student can design and apply these tools to analyze marketing data, formulate conclusions that support business decision-making. Additionally, student can evaluate the appropriateness of the methods used and optimize the tools to improve the quality of research and analytical results.	[SU2] presentation/project/paper/ report
[IiEL3_U03] Can obtain data from appropriately selected sources, use these data to solve economic and social problems, and process and interpret them using econometrics, informatics or statistics tools	Student is able to identify and verify reliable sources of economic and social data and analyze them using advanced econometric, IT, and statistical tools. Can design marketing research, select data collection methods, analyze results, and evaluate the effectiveness of applied methods. Can formulate recommendations supporting business decisions and optimization of marketing activities.	[SU2] presentation/project/paper/ report
[IiEL3_W04] Has advanced knowledge and understanding of human roles, places, and behaviour in organizations or projects, both as individuals and in group and organizational dimensions	Student knows and understands the role, position, and behaviors of individuals within organizations and projects, both individually and within group and organizational contexts. Student understands the impact of these behaviors on the effectiveness of marketing activities and the execution of marketing research. The student understands mechanisms of team collaboration and group dynamics in research processes. Student understands how the behaviors of employees and project participants shape decision-making processes and the outcomes of marketing research. This knowledge is applied to designing and interpreting marketing research, supporting effective adaptation of marketing strategies to customer needs and optimizing the management of research teams.	[SW4] test/exam - oral or written
[IiEL3_W03] Knows and understands how an organization functions, the phenomena, processes and relationships occurring in its environment, and their impact on its functioning	The student knows and understands the functioning of an organization as well as the phenomena, processes, and relationships occurring in its environment. They understand their impact on marketing activities and the effectiveness of conducted marketing research. The student knows and understands key elements of the market environment that shape consumer needs and behaviors. They design marketing research that takes these factors into account, analyze and interpret the results, supporting strategic and operational decision-making. Additionally, the student evaluates the effectiveness of marketing research in the context of adapting the organization to changing market conditions.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report

Subject contents	**Introduction to Marketing Research A Modern Approach.** The essence and importance of marketing research in contemporary management. Main areas of enterprise activity in satisfying consumer needs. The development of marketing research worldwide a historical overview covering the Industrial and Agricultural Revolutions. Definitions and evolution of marketing research in the era of digitalization and globalization. The role of research in making strategic and operational decisions in a dynamic business environment. Integration of research with digitalization and management automation processes. Development of marketing research in Poland. The Polish marketing research market status, trends, current needs, and challenges. Career opportunities in the field of marketing research. **Classification and Functions of Marketing Research.** Basic criteria for dividing marketing research: subject matter, sources of information, type of research, research period, nature of collected information. The concept of market research versus marketing research. Examples of marketing and market research. Decision support systems versus marketing information systems. 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, competitor analysis, customer experience (CX), product testing, and digital campaign testing. Examples of implementations in business practice based on big data analysis and artificial intelligence. **Users and Data Sources in Marketing Research.** Audience groups: managers, marketing departments, sales departments, business partners, and data analytics teams. Information sources: primary and secondary data, databases, industry reports, social media, data from e-commerce platforms, IoT. **Development and Trends in Marketing Research.** Historical overview and latest trends: big data, AI, machine learning, predictive analytics, automation of research processes. Marketing Information System (MIS) in the digital era: structure, operation, integration with CRM and ERP. The importance of MIS for making quick, 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 goals, tasks, and research hypotheses. Modern sampling methods: probabilistic and non-probabilistic techniques as well as sampling using algorithms and artificial intelligence. Concept of the questionnaire. Types and forms of questionnaires. Questionnaire design. Questionnaire testing. Pilot study. Questionnaire coding. Basic types of questions and techniques for formulating them. Open-ended vs. closed-ended questions. Measurement scales. Semantic scale. Graphic scale. Measuring attitudes. Construction of scales for psychological attributes. Examples of using measurement scales in marketing research. Schedule and cost calculation. **Stage 2: Data Collection.** Modern data collection methods: digital surveys, social media monitoring, mobile research, CRM system data analysis. Differences and application of primary and secondary data, assessment of their quality and usefulness. Importance, benefits, and challenges of secondary data in marketing research. Types of secondary data. Examples of using secondary data in marketing research. Quality of marketing data. Classification of errors by type. Impact and significance of errors. Random errors. Non-random errors (completeness and content errors). Methods for identifying and reducing errors. Sources of errors. **Stage 3: Data Analysis and Interpretation.** Techniques for data reduction and visualization. Market segmentation. Application of clustering methods. Profiling of distinguished segments. Market structure analysis. Brand positioning within distinguished segments. Interpretation of results considering market context and technological trends. Preparation of research reports tailored to different audiences, with emphasis on visual communication and data storytelling. Basic criteria for evaluating research reports. Forms of reports. Oral reports. Graphic presentation of results.
Prerequisites and co-requisites	Knowledge of basic concepts in marketing, data mining, and statistics.
Assessment methods and criteria	

Subject passing criteria	Passing threshold	Percentage of the final grade
Term project	51.0%	50.0%
Written exam	51.0%	50.0%

Recommended reading	Basic literature	Churchill, G.A., *Marketing Research: Methodological Foundations*, PWN, Warsaw, 2002. Duliniec, E., *Marketing Research in Enterprise Management*, PWN, Warsaw, 2002. Mazurek-Łopacińska, Krystyna, *Marketing Research: Theory and Practice*, Scientific Publishing House PWN, Warsaw, 2005. Mazurek-Łopacińska, Krystyna, *Marketing Research: Basic Methods and Areas of Application*, Publishing House of Oskar Lange Academy of Economics in Wrocław, Wrocław, 1997.

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

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