University of Gdańsk

Subject card

Subject name and code	Marketing Research, PG_00178112						
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	full-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	30.0	30.0	15.0	0.0	0.0	75
	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	75		4.0		96.0	175
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
	[IiEL3_U02] Can select or construct econometrics, informatics or statistics tools and apply them to describe and solve economic and social problems	Student can identify, select, and construct econometric, IT, and statistical tools used in marketing research. Student is able to 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, he/she 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 can 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. Is able to 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. He/she 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 significance 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 strategic and operational decision-making in a dynamic business environment. Integration of research with digitalization and automation management processes. 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, competitive analysis, customer experience (CX), product and digital campaign testing. Examples of implementations in business practice based on large data sets and artificial intelligence. Users and data sources in marketing research. Target groups: managers, marketing and sales departments, business partners, and data analytics teams. Information sources: primary and secondary data, databases, industry reports, social media, e-commerce platforms data, IoT. The importance of data quality and its impact on research reliability and validity. Development and trends in marketing research. A historical overview and the latest trends: big data, AI, machine learning, predictive analytics, automation of research processes. Marketing Information System (MIS) in the digital age: structure, operation, integration with CRM and ERP. The significance 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, sample selection using algorithms and artificial intelligence. **Stage 2: Data Collection.** Modern data collection methods: digital surveys, social media monitoring, mobile research, CRM system data analysis. Differences and applications of primary and secondary data, assessing their quality and suitability. Designing questionnaires and research tools using online tools 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. Preparation of 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
Term project	51.0%	50.0%
Written exam	51.0%	50.0%

Recommended reading

Basic literature

Churchill, G.A. (2002). *Marketing Research: Methodological Foundations*. PWN, Warsaw.

Duliniec, E. (2002). *Marketing Research in Business Management*. PWN, Warsaw.

Mazurek-Łopacińska, K. (2005). *Marketing Research: Theory and Practice*. PWN Scientific Publishers, Warsaw.

Mazurek-Łopacińska, K. (1997). *Marketing Research: Basic Methods and Areas of Application*. Oskar Lange Academy of Economics Publishing House, Wrocław.

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

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