University of Gdańsk

Subject card

Subject name and code	Market and marketing research , PG_00199004						
Field of study	Economics						
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		4.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Krzysztof Grzelec, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	15.0	0.0	45
	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	45		0.0	55.0	100	
Subject objectives	Students will become familiar with market and marketing research methodology. Students will acquire the skills to design and conduct marketing and market research. Students will understand the marketing and market research process and the impact of information on management decisions in enterprises, institutions, and other entities in the market environment. Students will acquire the skills to interpret and present research results. Students will learn the principles of conducting market analysis, consumer preferences, and behavior.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_W05] has a knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student incorporates the results of research on consumer preferences and behaviors in understanding market processes and the decision-making process.	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[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 able to effectively use research results to develop various scenarios in the decision-making process.	[SK2] presentation/project/paper/ report
[EKONL3_W06] has 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 able to analyze marketing research data.	[SW5] implementation of a problem task
[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student is able to design, conduct and analyze the results of marketing research before making decisions regarding business management.	[SU5] implementation of a problem task
[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	The student uses the results of marketing research to solve decision-making problems.	[SU2] presentation/project/paper/ report

Subject contents

Part I Research Basics and Process
The Nature, Types, and Process of Market and Marketing Research (Qualitative and Quantitative Methods, Data Sources, Research Ethics)
Research Design From the Problem to Hypotheses and the Research Plan
Classical and Modern Measurement Methods and Instruments
Part II Market and Competition Research
Market Size and Potential Research
Market Structure Research, Segmentation, and Target Markets
Competition Analysis and Company Market Position
Part III Customer Research
Consumer Behavior and Purchasing Decisions
Customer Preferences, Satisfaction, and Loyalty
Image, Brand Equity, and Customer Experience Research
Part IV Marketing Mix Research
Product and Innovation Research
Price and Price Sensitivity Research
Distribution Channel and Customer Journey Research
Promotion, Marketing Communication, and Effectiveness Research
Part V Organization, Analysis, and Errors
Research Organization, Data Analysis, Reporting, and Common Errors

Prerequisites and co-requisites

Knowledge of microeconomics and marketing.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Project	51.0%	100.0%

Recommended reading	Basic literature	1. S. Kaczmarczyk: Badania marketingowe. Podstawy metodyczne. PWE. Warszawa 2014. 2. G.A. Churchill. Badania marketingowe. Podstawy metodologiczne. PWN Warszawa 2002 3. Red. K. Mazurek-Łopacińska. Badania marketingowe. Metody, techniki i obszary aplikacji na współczesnym rynku. PWN Warszawa 2016 4. K. Grzelec, Marketing research in PT in acheving sustainable mobility Goals. UG Press 2025
	Supplementary literature	1. Journal: Marketing i rynek. PWE. 2. Book: K. Grzelec, O. Wyszomirski. Badania marketingowe w komunikacji miejskiej. IGKM Warszawa 1998. 3. Book: K. Grzelec, Wykorzystanie wyników badań marketingowych preferencji i zachowań transportowych na rynku transportu miejskiego przykład aglomeracji gdańskiej. Marketing i rynek. 2024 Nr 5.
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. What is the registration method and what are its types? 2. Explain the difference between a random and non-random sample. 3. Preparing a marketing research project for a product or service	
Work placement	Not applicable	

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