University of Gdańsk

Subject card

Subject name and code	Market Research, PG_00199033						
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		credit		
Conducting unit	Division of Maritime Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Hanna Klimek				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	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	30		4.0		66.0	100
Subject objectives	Presenting market research in connection with the decision-making process; familiarizing them with the research process, selected research methods and the most important areas of market research.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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 knows that: there are different approaches to the issue of market research, in particular to its purpose, scope, subject and mechanisms; market and marketing research are part of the decision-making process; the universal nature of research methods and techniques means that they can be used to obtain and process data regarding any type of market. The student knows the principles of functioning of the market and the market mechanism and its importance for decisions made in enterprises; understands the need for market research as one of the important areas of operation of a modern enterprise; knows the essence, areas and mechanisms of market research; knows the course of the research process; knows the types and methods of research; knows the sources, methods and tools for obtaining data.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[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 use the acquired research methods and tools and use the research results for marketing purposes. Is able to use various data sources and interpret statistical data, as well as calculate and interpret selected indicators, e.g. the company's market share. The student discusses doubts with the teacher during the consultation.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written [SU5] implementation of a problem task
[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	The student has the ability to observe, understand and analyze various market phenomena and processes and present his own position, supporting it with arguments based on the results of conducted research.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written [SU5] implementation of a problem task
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	The student uses expert methods in market research.	[SK4] test/exam - oral or written [SK5] implementation of a problem task

Subject contents

1. INTRODUCTION TO THE PROBLEM OF MARKET RESEARCH.

2. MARKET AND MARKETING RESEARCH.

3. DEMAND RESEARCH.

4. RESEARCH OF THE MARKET STRUCTURE AND METHODS OF SHAPING THE MARKET POSITION OF ENTERPRISES.

5. RESEARCH CONCERNING THE MOST IMPORTANT MARKETING INSTRUMENTS, including research on: products, prices, promotions, distribution.

Prerequisites and co-requisites

Basic knowledge, skills and competences acquired in the subjects: microeconomics and marketing.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Tutorial	51.0%	30.0%
Exam	51.0%	70.0%

Recommended reading	Basic literature	*Badanie rynku,* red. M.J. Lutostański, A. Łebkowska, M. Protasiuk, Wydawnictwo Naukowe PWN SA, Warszawa 2021 *Badania marketingowe. Nowe metody badań i zastosowania*, red. R. Milic-Czerniak, Wydawnictwo Difin, Warszawa 2019 S. Kaczmarczyk, *Badania marketingowe. Podstawy metodyczne*, PWE, Warszawa 2014 *Badania marketingowe w zarządzaniu organizacją*, red. nauk. W. Popławski, E. Skawińska, PWE, Warszawa 2012 D. Maison, *Jakościowe metody badań marketingowych. Jak zrozumieć konsumenta*, Wydawnictwo Naukowe PWN, Warszawa 2010 S. Kaczmarczyk, *Zastosowania badań marketingowych*, PWE, Warszawa 2007 P. Kotler, H. Kartajaya, I. Setiawan, *Marketing 4.0. Era cyfrowa*, MT Biznes, Warszawa 2017 P. Kotler, H. Kartajaya, I. Setiawan, *Marketing 5.0. Technologie next tech,* MT Biznes, Warszawa 2021 P. Kotler, H. Kartajaya, I. Setiawan, *Marketing 6.0.* Przyszłość jest immersyjna, MT Biznes, Warszawa 2024 P. Siuda, *Ankieta internetowa: zalety i wady - rekapitulacja*, (w:) *Metody badań online*, red. P. Siuda, Wydawnictwo Naukowe Katedra 2016
	Supplementary literature	P. Hague, N. Hague, C.-A. Morgan, *Badania rynkowe w praktyce*, HELION, 2005 S. Mynarski, *Badania rynkowe w przedsiębiorstwie*, Wyd. AE, Kraków 2001 H. Klimek, *Badania rynkowe i badania marketingowe a badania rynku* (w:) Studia i Materiały Instytutu Transportu i Handlu Morskiego, red. nauk. O. Dębicka, H. Klimek, T. Gutowski, "Zeszyty Naukowe Uniwersytetu Gdańskiego" nr 6, Gdańsk 2009 S. Kaczmarczyk, R. Pałgan, *Marketing w przedsiębiorstwie. Ujęcie zarządcze i systemowe z przykładami*, ODiDK, Gdańsk 2008 H. Klimek, *Globalization and Market Research* (in:) *The Reality and Dilemmas of Globalization*, ed. K. Dobrowolski, J. Żurek, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2008 R. J. Kaden, *Badania marketingowe*, PWE, Warszawa 2008 J. Dąbrowski, H. Klimek, *Purchasing research of enterprises* (in:) *The Challenges of Global Economy*, ed. by O. Dębicka, K. Dobrowolski, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2013
	eResources addresses	

Example issues/ example questions/ tasks being completed	1. The course of the research process. 2. The most important data sources. 3. Selected research methods and techniques. 4. Goals and areas of market research. 5. Rules for constructing a survey questionnaire.
Work placement	Not applicable

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