University of Gdańsk

Subject card

Subject name and code	Practical Aspects of Market Research, PG_00199074						
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		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Aziewicz				
	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		30.0	75
Subject objectives	Presentation of practical principles for conducting market research in the market through the aspect of independently designing, implementing, and presenting results. Introduction to software used for conducting research. Presentation of indicators that can be monitored in a company using market research.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally	The student possesses skills enabling them to analyze and evaluate market research results while being able to select appropriate research methods for this purpose using it for prepare a project. If he has any doubts, he discusses them during consultations	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[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 familiar with selected methods and tools in the field of market research that enable the description of phenomena observed in the economy, which use during project realisation.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[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 familiar with creative thinking techniques, is able to describe market research results, and draw conclusions from them.	[SK4] test/exam - oral or written
[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	Based on research results, the student is able to evaluate ongoing economic and social processes and phenomena.	[SU1] oral statement/conversation/ discussion
[EKONL3_W10] knows and understands concepts and principles of industrial property, intellectual property and copyright law	The student is familiar with the basic concepts and principles of intellectual property and copyright in the context of market research.	[SW4] test/exam - oral or written

Subject contents

1. Introduction to market researchmarket research and marketing; the importance of market research in business management, SIM - marketing information system; research problem and decision-making problem; research market in Poland and the world.2. Designing market researchDesigning marketing research - design stages; the difference between a commercial and research project; questionnaire design; types of questionnaires and questions included in them; potential errors in the research and questionnaire design process, sample selection. 3. Methods and techniques of collecting information from the marketmethods of researching individual and institutional clients; methods of conducting market research; tools and techniques used in marketing research; qualitative research and quantitative research; qualitative research scenario.4. The use of the SPSS package in market researchprograms used to build the questionnaire - discussion of the programs' functionality; construction of the SPSS program, statistical analysis of data in SPSS, segmentation report; data export (based on students' own research)5. Market research reporttypes of reports; scope of information in the report; elements of market research reports; presentation of students' own research.

Prerequisites and co-requisites

none

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Project	51.0%	80.0%
Test	51.0%	20.0%

Recommended reading

Basic literature

1. K. Mazurek-Łopacińska, Badania marketingowe, Wydawnictwo Naukowe PWN, Warszawa 2016 (dostępne na IBUK Libra)
2. M. J. Lutostański, A. Łebkowska, M. Protasiuk, Badanie rynku, Wydawnictwo Naukowe PWN, Warszawa 2021 (dostępne na IBUK Libra)
3. T. Czuba, M. Skurczyński, Badania tajemniczy klient a badania satysfakcji (aspekt praktyczny), Prace Naukowe Akademii Ekonomicznej we Wrocławiu, 2003.

Supplementary literature

- U. Flick, Projektowanie badania jakościowego, Wydawnictwo Naukowe PWN, Warszawa 2012 (dostępne na IBUK Libra)
- A. Oniszczuk-Jastrząbek, T. Czuba, Jakość obsługi klienta w sektorze małych i średnich przedsiębiorstw na przykładzie usług ubezpieczeniowych, Marketing i Zarządzanie, Uniwersytet Szczeciński 2017.

eResources addresses

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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