University of Gdańsk

Subject card

Subject name and code	Marketing Research, PG_00199270						
Field of study	International Economic Relations						
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	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Czuba				
	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	To prepare students for work in the field of market research. Introduction to methods and techniques of conducting research, principles of constructing a research questionnaire, selecting a sample, choosing optimal tools for achieving the assumed research goals. Building advanced analyses using SPSS / Statistica software.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student is able to use basic computer programmes in the acquisition and analysis of data necessary for professional work.	[SU2] presentation/project/paper/ report [SU6] demonstration of practical skills
[MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student has the ability to present his/her own position.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[MSGL3_W12] has a knowledge of the nature, functioning and sources of changes occurring in the structures of economic entities and organisations (in particular those which operate on the international market); understands the causes, course, scale and consequences of these changes	The student is able to prepare a research project and produce a research report, and consults its assumptions and progress with the course instructor during consultation sessions and project workshops. Project workshops are included in the course schedule, while the dates and locations of consultation sessions are published on the University of Gdańsk website.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[MSGL3_W10] has an advanced understanding of selected methods and tools, including IT tools and data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market; knows the processes and phenomena occurring in them and between them, and processes supporting decision-making	Students will be able to use basic methods and tools, including IT tools and data acquisition techniques as well as marketing tools in order to diagnose economic processes and, on this basis, make appropriate economic decisions.	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task

Subject contents	**1. Marketing information system vs. research / Research market in Poland and worldwide** Market research vs. marketing. Marketing research market in Poland and in the world. International and national organizations of market researchers. Marketing information system (SIM) in a company. Ways of collecting market information. Classification of marketing research. Phases of marketing research. Research problem versus decision problem. Research objectives. Primary and secondary research. Sources of market information (evaluation of market information sources). **2. Design of market research (sample, questionnaire).** Stages of marketing research design. Research design construction (elements of research design, elements of a commercial research proposal). Potential errors in the survey design process. Value of the information obtained. Types of research questionnaires. Stages of questionnaire construction. Types of questions in a questionnaire. Scaling of questions in a questionnaire. Examples of research questionnaires. Types of research samples (random sample, purposive sample). The process of selecting a sample for a study. General population versus study population. List/population frame. Minimum sample size (examples). International cooperation in market research. Discussing research projects during consultations. **3. Use of SPSS package in market research.** Programme construction. Database design. Statistical analysis of questions. Segmentation reports. Data export. **4 Methods and techniques for gathering information from the market.** Different ways of researching individual and institutional customers - specifics of national and international research. Market parameters studied. Methods of conducting market research in domestic and international markets. Tools used in the implementation of marketing research. Trends in conducting quantitative research. Obtaining research from the market**.** **5. Types of quantitative research.** Types of quantitative research. Organization of quantitative research. Methods and techniques for conducting quantitative research. Organization of research in enterprises. Research agencies operating in Poland. Criteria for selecting a research agency. 6. **6. Qualitative research.** The essence of qualitative marketing research. Types of qualitative research. Organization of qualitative research. Application of research methods. Techniques supporting the implementation of qualitative research. Qualitative research scenario. Implementation of qualitative research. 7. **7 Research reports.** Types of market research reports. Scope of information in reports. Visualization of research reports using Excel, Statistica and SPSS. Specifics of foreign market research reports.
Prerequisites and co-requisites	Knowledge of marketing realities, ability to observe market phenomena. Analysis of the behaviour of market players.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Development of a Marketing Research Project	51.0%	20.0%
Carrying out your own quantitative survey	51.0%	60.0%
Test	51.0%	20.0%

Recommended reading

Basic literature	1. Badania marketingowe. Teoria i praktyka. Redakcja naukowa K. Mazurek - Łopacińska, PWN Warszawa 2011. 2. Badania marketingowe. Od teorii do praktyki. Redakcja D. Maison, A. Noga - Bogomilski, Gdańskie Wydawnictwo Psychologiczne, Gdańsk 2007. 3. S. Kaczmarczyk, Badania marketingowe. Podstawy metodyczne, PWE, Warszawa 2011. 4. T. Czuba, M. Skurczyński, Badania tajemniczy klient a badania satysfakcji (aspekt praktyczny), Prace Naukowe Akademii Ekonomicznej we Wrocławiu, 2003. 5. A. Oniszczuk-Jastrząbek, T. Czuba, Jakość obsługi klienta w sektorze małych i średnich przedsiębiorstw na przykładzie usług ubezpieczeniowych, Marketing i Zarządzanie, Uniwersytet Szczeciński 2017.
Supplementary literature	1. G.A. Churchill, Badania marketingowe. Podstawy metodologiczne, PWN Warszawa 2002 2. D. Maison, Jakościowe metody badań marketingowych, PWN Warszawa, 2010
eResources addresses	

Example issues/ example questions/ tasks being completed	1. Building a market information system. 2. Process of gathering market information. 3. Cooperation with a research agency. 4. Quantitative or qualitative research.

Work placement	Not applicable

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