University of Gdańsk

Subject card

Subject name and code	Market and public opinion research, PG_00148997						
Field of study	Sociology						
Date of commencement of studies	October 2027		Academic year of realisation of subject	2027/2028			
Education level	Master's studies		Subject group	Obligatory subject group in the field of study 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	1		Language of instruction	Polish			
Semester of study	1		ECTS credits	2.0			
Learning profile	academic		Assessment form	exam			
Conducting unit	Institute of Sociology -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Maciej Dębski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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		2.0		18.0	50
Subject objectives	The course is primarily intended to familiarize students with the methodology of market research and public opinion research. The course also aims to provide students with knowledge about the history of market research and public opinion research, as well as the ethical aspects of conducting this type of research.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[SOCMU2_U06] The graduate uses the acquired knowledge to solve dilemmas arising in professional work, can critically evaluate the effectiveness and usefulness of sociological knowledge in various areas of work	Student is able to use acquired knowledge to resolve dilemmas occurring during conducting market and public opinion research.	[SU1] oral statement/conversation/ discussion
[SOCMU2_W06] The graduate has in-depth knowledge and understanding of quantitative and qualitative methods of sociological research, including observation, interview, document analysis and desk research, and how to develop and report research findings	Student knows the methods of market and public opinion research and the principles of preparing research reports.	[SW4] test/exam - oral or written
[SOCMU2_U04] The graduate is able to forecast and model complex social processes and phenomena in various areas of social life on the basis of sociological knowledge using advanced methods of sociological research	Student is able to forecast phenomena occurring on the market using advanced research methods and sociological theories.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[SOCMU2_U03] The graduate is able to analyse the causes and course of social processes and phenomena, to formulate his/her own opinions on the subject, to formulate research hypotheses and to verify them using the methods of sociological research	Student is able to analyze market processes, formulate research hypotheses and verify them using sociological research methods.	[SU4] test/exam - oral or written
[SOCMU2_K02] The graduate recognizes and correctly solves dilemmas connected with his/her profession	Student is able to recognize dilemmas related to market and public opinion research.	[SK1] oral statement/conversation/ discussion

Subject contents

Introduction to the lecture topics (market research, marketing research, history of market research; public opinion and social opinion, history of public/social opinion research, functions of public opinion research in a democratic society) ·The concept of the market in sociology and other sciences (definitions, market elements, market conditions)Stages of the research process, methods and techniques of market research and public opinion researchMarket research in an enterpriseConsumer market behavior (mechanisms and conditions, consumer behavior research).Planning and evaluation of marketing communication.Political research in Poland and around the world (electoral preference research, exit poll, late poll).Opinion poll (characteristics of the research process, archives of survey data in Poland and around the world)Ethical aspects of market research and public opinion research.

Prerequisites and co-requisites

Knowledge of survey research methods and qualitative research methods is required

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
oral exam	60.0%	100.0%

Recommended reading

Basic literature

Christian Homburg, Martin Klarmann, Arnd Vomberg, Handbook of Market Research, Springer Gabler, 2021.

Robin Birn, International Handbook of Market Research Techniques, Kogan Page, 2002.

Wolfgang Donsbach, The SAGE Handbook of Public Opinion Research, SAGE, 2007.

	Supplementary literature	Martin P. Wattenberg, RECENT BOOKS IN THE FIELD OF PUBLIC OPINION RESEARCH, *International Journal of Public Opinion Research*, Volume 2, Issue 2, SUMMER 1990, Pages 191193. David de Vaus, Surveys In Social Research, Routledge, 2013.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Market definitions Methods used in public opinion research	
Work placement	Not applicable	

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