

Subject card

Subject name and code	Marketing Research, PG_00178197						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2026/2027	
Education level	Bachelor'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	2		Language of instruction			Polish	
Semester of study	4		ECTS credits			5.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Adriana Frączek				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	0.0	0.0	60
	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	60		4.0		61.0	125
Subject objectives	The aim of the course is to present the specificity of marketing research and to thoroughly familiarize students with the basic research methods and techniques used in this area; to familiarize students with the specificity of marketing research; to develop students' skills in analyzing the relationships and dependencies between market phenomena; to acquire the skills of critical analysis of phenomena occurring on the market; to encourage a deeper perception of phenomena and processes occurring on the market.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_W05] The student has advanced knowledge and understanding of methods and techniques for acquiring, developing and using data in decision-making and management processes.	W2 Has basic knowledge of data acquisition and marketing research methods	[SW1] oral statement/conversation/discussion
	[ZARZL3_W04] To an advanced degree, the student knows and understands a person's role, place, and behaviour in an organization, both in individual, group, and organizational dimensions.	The student knows and understands the importance and principles of functioning of economic entities and the relationships and ties connecting them with other entities.	[SW4] test/exam - oral or written
	[ZARZL3_U04] The student can correctly select and properly apply methods and tools from management and quality sciences, as well as economics and finance, to decision-making processes.	U2 The student is able to plan and independently conduct marketing research.	[SU2] presentation/project/paper/report
	[ZARZL3_U10] The student can convey information clearly and effectively, presenting their opinions using management and quality sciences terminology across various media.	U4 The student is able to present the results of his/her own marketing research in a communicative and visually transparent manner.	[SU2] presentation/project/paper/report
	[ZARZL3_U12] The student can utilize IT tools to enhance management-related professional tasks.	U3 The student is able to analyze the collected data and is able to draw conclusions from the completed marketing research.	[SU2] presentation/project/paper/report
	[ZARZL3_U03] The student can obtain data from properly selected and verified sources and use these data to analyse and evaluate economic processes and phenomena.	U1 Is able to analyze the causes and course of market phenomena, formulate their own opinions based on research and marketing results. Is able to formulate simple research hypotheses	[SU1] oral statement/conversation/discussion
Subject contents	Lecture Introduction to the subject. Basic concepts. Market and marketing concepts and elements. The essence, significance and development of marketing research. Stages of the research process. Methods of collecting information in marketing research. Marketing information system. Random and non-random errors in research. Reliability and credibility of research. Consumer behavior research. Brand perception research. Marketing communication research Exercises Introduction to exercises. Basic concepts. Research issues most frequently occurring in marketing research. Stages of questionnaire construction. Methods of selecting a research sample and determining its size. Data collection process and database construction. Methods of analyzing and interpreting data in marketing research. Methods and methods of presenting results in marketing research. Preparation of the final report from marketing research. .		
Prerequisites and co-requisites	Marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Conducting research, preparing a report, exam	51.0%	100.0%
Recommended reading	Basic literature	Marketing research. Methods, techniques and areas of application in the contemporary market, scientific ed. Mazurek-Łopacińska K., PWN Scientific Publishing House, Warsaw 2016. Maison D., Qualitative methods of marketing research, PWN Scientific Publishing House, Warsaw 2018	
	Supplementary literature	Marketing research. Modern research methods and applications, scientific ed., R. Milic-Czerniak, Difin, 2019.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	How does sample selection affect the credibility of marketing research results? Provide examples that illustrate possible trends and their consequences? Describe the process of constructing a customer satisfaction survey questionnaire. What mistakes are most often made at this stage and how can they be avoided? What marketing conclusions can be drawn from the analysis of qualitative data, such as in-depth interviews or focus groups? Provide an example of a study in which such data played a key role/ Compare the advantages and limitations of primary and secondary research in the context of planning a marketing strategy for a new brand?
Work placement	Not applicable

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