

Subject card

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| Subject name and code | Marketing Research, PG_00178197 | | | | | | |
| Field of study | Management | | | | | | |
| Date of commencement of studies | October 2026 | Academic year of realisation of subject | | | 2027/2028 | | |
| 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. | | | | | | |

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| Learning outcomes | Course outcome | Subject outcome | Method of verification |
| | [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_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_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_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_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_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 | <p>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</p> <p>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. .</p> | | |
| 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 | | |

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| <p>Example issues/ example questions/ tasks being completed</p> | <p>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?</p> |
| <p>Work placement</p> | <p>Not applicable</p> |

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