

Subject card

Subject name and code	Marketing Research, PG_00195017						
Field of study	Sport 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							
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		2.0		63.0	125
Subject objectives	<p>The aim of the course is to present the specific nature of marketing research and to familiarise students in depth with the basic research methods and techniques used in this area; to familiarise students with the specific nature of marketing research; developing students' ability to analyse relationships and dependencies between market phenomena; acquiring the ability to critically analyse market phenomena; encouraging a deeper understanding of market phenomena and processes.</p> <p>Translated with DeepL.com (free version)</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_W05] Has advanced knowledge and understanding of methods and techniques for obtaining, processing, and using data in decision-making and management processes, especially those undertaken by entities in the sports market.	W2 Has basic knowledge of data collection and marketing research methods.	[SW4] test/exam - oral or written
	[ZSSML3_U10] Can convey information and present their opinions clearly and effectively, using terminology from management and quality sciences, and sports across various communication channels.	U4 Students are able to present the results of their own marketing research in a communicative and visually clear manner.	[SU2] presentation/project/paper/report
	[ZSSML3_U12] Can use IT tools to enhance professional tasks related to management, including in sports market organisations.	U2 Students are able to plan and independently conduct marketing research.	[SU5] implementation of a problem task
	[ZSSML3_U03] Can obtain data from appropriately selected and verified sources and use it to analyse and evaluate economic processes and phenomena, especially those related to the sports market.	U1 Can analyse the causes and course of market phenomena, formulate their own opinions based on research and marketing results. Can formulate simple research hypotheses.	[SU4] test/exam - oral or written
	[ZSSML3_W04] Has advanced knowledge and understanding of the roles, places, and behaviours of people in organisations and in the sports market—at the individual, group, and organisational levels.	W1 The student knows and understands the significance and principles of operation of economic entities, as well as the relationships and ties connecting them with other entities.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
[ZSSML3_U04] Can correctly select and appropriately apply methods and tools from the fields of management and quality sciences, as well as economics and finance, for decision-making, especially in the sports market.	U2 Students are able to plan and independently conduct marketing research.	[SU5] implementation of a problem task	
Subject contents	<p>Lecture</p> <p>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 behaviour research. Brand perception research. Marketing communication research</p> <p>Exercises</p> <p>Introduction to exercises. Basic concepts. Research issues most commonly encountered in marketing research. Stages of questionnaire development. Methods of selecting a research sample and determining its size. Data collection process and database construction. Methods of data analysis and interpretation in marketing research. Methods and ways of presenting results in marketing research. Preparation of a final report on marketing research.</p>		
Prerequisites and co-requisites	Marketing, statistics		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exam	51.0%	50.0%
	Report	51.0%	50.0%

Recommended reading	Basic literature	<p>1. Marketing research. Methods, techniques and areas of application in the contemporary market, edited by Mazurek-Łopacińska K., Wydawnictwo Naukowe PWN, Warsaw 2016.</p> <p>2. Maison D., Qualitative methods of marketing research, Wydawnictwo Naukowe PWN, Warsaw 2018</p>
	Supplementary literature	Marketing research. Modern research methods and applications, scientific editor, R. Milic-Czeraniak, Difin, 2019
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>1. How does sample selection affect the reliability of marketing research results? Give examples that illustrate possible trends and their consequences.</p> <p>2. Describe the process of constructing a customer satisfaction survey questionnaire. What are the most common mistakes made at this stage and how can they be avoided?</p> <p>3. What marketing conclusions can be drawn from the analysis of qualitative data, such as in-depth interviews or focus groups? Give an example of a study in which such data played a key role.</p> <p>4. Compare the advantages and limitations of primary and secondary research in the context of planning a marketing strategy for a new brand.</p>	
Work placement	Not applicable	

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