* + - 1. **card of course**

|  |  |
| --- | --- |
| Subject name | **Marketing research** |

**1. Position of the subject in the study system**

|  |  |
| --- | --- |
| 1.1. Field of study | **Management** |
| 1.2. Form and path of study | **Full-time/part-time** |
| 1.3. Level of education | **Bachelor's degree studies** |
| 1.4. Profile of studies | **Practical** |

|  |  |
| --- | --- |
| 1.5. Speciality | **-** |
| 1.6. Course coordinator | **Mgr Michał Furmanek** |

**2. General characteristics of the subject**

|  |  |
| --- | --- |
| 2.1. Belonging to a group of subjects | **Directional/Practical** |
| 2.2. Number of ECTS | **2** |
| 2.3. Language of lectures | **English** |
| 2.4. Semesters in which the course is taught | **III** |
| 2.5.Criterion for the selection of participants | **-** |

**3. Learning outcomes and the way classes are conducted**

**3.1. Course objectives**

|  |  |  |
| --- | --- | --- |
| **Lp.** | **Course objectives** |  |
|  |
| C1 | Providing theoretical and practical knowledge on the issues of marketing research. |  |
| C2 | Familiarizing students with the sources of information, ways of obtaining it (methods, research) and using it in terms of solving decision-making problems of enterprises. |  |
| C3 | Practical familiarization of students with the principles of the SIM system and research procedures. |  |
| C4 | Practical familiarization of students with the principles of preparation and implementation of marketing research projects using various sources of information. |  |
| C5 | Practical familiarization of students with the principles of preparation and implementation of research projects, the development of measurement tools and the principles of preparing a research report. |  |

**3.2. Subject learning outcomes, broken down into knowledge, skills and competences, with reference to the directional learning outcomes**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Lp.** | **Description of the effects concerned Learning** | **Reference to directional effects**  **learning (symbols)** | **Method of implementation (mark "X")** | | | |
| **ST** | | **NST** | |
| **Classes at the University** | **Classes at Platform** | **Classes at the University** | **Classes at Platform** |
| After completing the course, the **student knows and** understands | | | | | | |
| W1 | Knows the principles of designing and organizing marketing research | Z1\_W13  Z1\_W14 | X |  |  | X |
| W2 | Has the knowledge to diagnose and solve decision-making problems related to the marketing activities of an organization using selected research techniques | X |  |  | X |
| W3 | They know the sources of marketing information, techniques of obtaining them from various sources and the principles of preparing a marketing research report, they have the knowledge to develop measurement tools used in research. | X |  |  | X |
| After passing the course, the **student is able** to | | | | | | |
| U1 | Able to plan and implement marketing research projects in an organization | Z1\_U03  Z1\_U04  Z1\_U07  Z1\_U10  Z1\_U18 | X |  | X |  |
| U2 | Can develop research tools in the area of marketing activities of the organization | X |  | X |  |
| U3 | Can develop an analysis of primary data, draw conclusions and produce a research report | X |  | X |  |
| After passing the course, the student in the field of **social competences** is ready to | | | | | | |
| K1 | Is ready to co-create social projects (political, economic, civic) taking into account business, legal, economic and political aspects | Z1\_K02  Z1\_K05 | X |  | X |  |
| K2 | Can analyze his/her actions in an entrepreneurial manner | X |  | X |  |

**3.3. Forms of classes and their number of hours - Full-time studies (ST), Part-time studies (NST)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Path** | **Lecture** | **Exercise** | **Project** | **Workshop** | **Laboratory** | **Seminar** | **Language course** | **Classes conducted with the use of distance learning methods and techniques in the form of a lecture** | **Other** | **ECTS credits** |
| **ST** | 15 |  | 15 |  |  |  |  |  |  | 2 |
| **NST** |  |  | 10 |  |  |  |  | 10 |  | 2 |

**3.4. Learning content**(separately for each form of classes: (W, ĆW, PROJ, WAR, LAB, LEK, OTHER). It should be marked (X) how the content will be implemented (classes at the university or classes on an e-learning platform conducted using distance learning methods and techniques)

**TYPE OF CLASSES: LECTURE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Lp.** | **Course content** | **Reference to the learning outcomes in question** | **Method of implementation (mark "X")** | | | |
| **ST** | | **NST** | |
| **Classes at the University** | **Classes at Platform** | **Classes at the University** | **Classes at Platform** |
| **1.** | An enterprise marketing information system (SIM). Construction and use of SIM | **W1, W2, W3** | X |  |  | X |
| **2.** | Identification of the company's information needs | **W1, W2, W3** | X |  |  | X |
| **3.** | Primary and secondary sources of market information. | **W1, W2, W3** | X |  |  | X |
| **4.** | Analysis and use of information from primary and secondary sources | **W1, W2, W3** | X |  |  | X |
| **5.** | The market as an object of research. The concept and structure of the market. | **W1, W2, W3** | X |  |  | X |
| **6.** | Subject, objectives and procedure of market and marketing research | **W1, W2, W3** | X |  |  | X |
| **7.** | The role, scope and methods of marketing research | **W1, W2, W3** | X |  |  | X |
| **8.** | Methods and techniques of quantitative research. | **W1, W2, W3** | X |  |  | X |
| **9.** | Methods and techniques of qualitative research | **W1, W2, W3** | X |  |  | X |
| **10.** | Planning marketing research and developing research tools | **W1, W2, W3** | X |  |  | X |
| **11.** | Preparation of research tools – quantitative and qualitative research | **W1, W2, W3** | X |  |  | X |
| **12.** | Selection of the research sample | **W1, W2, W3** | X |  |  | X |
| **13.** | Preparation of the test report | **W1, W2, W3** | X |  |  | X |
| **14.** | Effective use of research results. | **W1, W2, W3** | X |  |  | X |
| **15.** | Research for marketing strategy development | **W1, W2, W3** | X |  |  | X |
| **16.** | Class summary and grades overview |  | X |  |  | X |

**TYPE OF CLASSES: PROJECT**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Lp.** | **Course content** | **Reference to the learning outcomes in question** | **Method of implementation (mark "X")** | | | |
| **ST** | | **NST** | |
| **Classes at the University** | **Classes at Platform** | **Classes at the University** | **Classes at Platform** |
| **1.** | Selection and characteristics of the market subject to the project |  | X |  | X |  |
| **2.** | Preparation of a research project based on secondary information – desk research and primary information | **U1, U2** | X |  | X |  |
| **3.** | Selection of sources and methods of obtaining information | **U1, U2** | X |  | X |  |
| **4.** | Conducting research on the selected market based on secondary information | **U1, U2, U3** | X |  | X |  |
| **5.** | Determination of the scope and methods of primary research | **U1, U2** | X |  | X |  |
| **6.** | Preparation of the measuring tool - questionnaire | **U3, K1, K2** | X |  | X |  |
| **7.** | Elaboration of research results | **U3, K1,K2** | X |  | X |  |
| **8.** | Presentation of projects | **K1, K2** | X |  | X |  |
| **9.** | Class summary and grades overview |  | X |  | X |  |

**3.5. Methods of assessment of learning outcomes**(indication and description of methods of conducting classes and verification of achievement of learning outcomes, as well as the method of documentation)

|  |  |  |  |
| --- | --- | --- | --- |
| **Effects** | **Teaching methods** | **Methods of Assessment of Learning Outcomes** | **Methods of documentation** |
| **KNOWLEDGE** | | | |
| **W1-W3** | Informative lecture, discussion | A test exam covering a comprehensive catalogue of issues indicated in the course | Completed and graded exam test |
| **ABILITIES** | | | |
| **U1-U3** | Project tasks. Project Based Learning | Research project for a selected product and geographic market. The project includes defining the decision-making problem and the research problem on its basis, then preparing a research plan, performing a preliminary assessment of the state of knowledge in the field of selected research issues (desk research), defining hypotheses for primary research, developing a research tool, testing the tool and preparing a research report. The project verifies the completeness, coherence and substantive correctness of the preparation and implementation of the research plan. | Graded final project work |
| **SOCIAL COMPETENCES** | | | |
| **K1-K2** | Project tasks. Work on the project. Project Based Learning | Research project for a selected product and geographic market. The project includes defining the decision-making problem and the research problem on its basis, then preparing a research plan, performing a preliminary assessment of the state of knowledge in the field of selected research issues (desk research), defining hypotheses for primary research, developing a research tool, testing the tool and preparing a research report. The project verifies the completeness, coherence and substantive correctness of the preparation and implementation of the research plan. | Graded final project work |

**3.6. Criteria for the assessment of the achieved learning outcomes**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Learning Outcome** | **A grade of 3 or "regret."**  **the student knows and understands/is able/ready to** | **With a grade of 3.5, the student knows and understands/is able/ready to** | **With grade 4, the student knows and understands/is able/ready to** | **With a grade of 4.5, the student knows and understands/is able/ready to** | **With a grade of 5, the student knows and understands/is able/ready to** |
| W | 51-60% of the knowledge indicated in the learning outcomes | 61-70% of the knowledge indicated in the learning outcomes | 71-80% of the knowledge indicated in the learning outcomes | 81-90% of the knowledge indicated in the learning outcomes | 91-100% of the knowledge indicated in the learning outcomes |
| U | 51-60% of the skills indicated in the learning outcomes | 61-70% of the skills indicated in the learning outcomes | 71-80% of the skills indicated in the learning outcomes | 81-90% of the skills indicated in the learning outcomes | 91-100% of the skills indicated in the learning outcomes |
| K | 51-60% of the skills indicated in the learning outcomes | 61-70% of the skills indicated in the learning outcomes | 71-80% of the skills indicated in the learning outcomes | 81-90% of the skills indicated in the learning outcomes | 91-100% of the skills indicated in the learning outcomes |

**3.7. Literature**

**Basic**

1. Kumar V.; Aaker David A. ; Day George S., Marketing research, Wiley, Hoboken, 2018
2. Smith Scott M.; Albaum Gerald S., Fundamentals of marketing research. Sage Publication Thousand Oaks, 2005
3. Mazurek-Łopacińska K., Sobocińska M. (red), Badania marketingowe wobec nowych trendów w otoczeniu, Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu, 2020 <https://wir.ue.wroc.pl/info/book/WUT5df9489a76434bccb101a9f4bbcdc1e7/>

**Supplementary**

1. Bryman Alan (red.), Doing research in organizations, Routledge London, 2013
2. Milic-Czerniak R. (red.), Badania marketingowe : nowe metody badań i zastosowania, Difin, Warszawa, 2019
3. Portal internetowy „Marketing przy kawie” - <http://www.marketing-news.pl/>

**4. Student's workload - balance of ECTS points**

|  |  |  |
| --- | --- | --- |
| **Types of student activities** | **Student workload** | |
| **ST** | **NST** |
| **Classes requiring direct contact between the student and the academic teacher at the university** | **30** | **20** |
| Classes included in the study plan | 30 | 20 |
| **Student's own work** | **20** | **20** |
| Ongoing preparation for classes, preparation of project works/presentations/etc. | 10 | 10 |
| Preparing for the course | 10 | 10 |
| **TOTAL HOURLY STUDENT LOAD** | **50** | **50** |
| **Number of ECTS credits** | **2** | **2** |

|  |  |
| --- | --- |
| Last modified date | 30.09.2024 |
| Changes were introduced by | The Team for the Quality of Education ZAZ |
| The amendment was approved by | Anna Bielak, MA |