



## DESCRIPTION OF THE SUBJECT

<b>FIELD OF STUDY</b>	<b>Management</b>
<b>SPECIALISATION</b>	Wszystkie
<b>MODE OF STUDY</b>	Full-time studies / Part-time studies
<b>SEMESTER</b>	4

<b>Name of the subject</b>	<b>Market and marketing research</b>
<b>Hourly dimension of particular forms of classes</b>	Full-time studies – 30 Part-time studies – 30
	• - lectures Full-time studies – 15 Part-time studies – 15
	• - other forms Full-time studies – 15 Part-time studies – 15

<b>Learning objectives:</b>	<ul style="list-style-type: none"> <li>– presenting the place and role of marketing research in the management of enterprises operating on a competitive market</li> <li>– acquaintance with selected methods and techniques of marketing research,</li> <li>– to impart knowledge on the design and organisation of quantitative market research, the principles for analysing and interpreting the results of such research and for assessing the quality of the information obtained,</li> <li>– acquiring skills in designing a simple quantitative market survey and in analysing, interpreting and presenting the results of such a survey.</li> </ul>
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<b>Learning outcomes for the subject</b>			
<b>Number</b>	<b>Learning outcomes, A student who has successfully completed the course will be able to:</b>	<b>Reference of learning outcomes for the programme</b>	<b>The reference to the learning outcomes for the area</b>
EK_W01	explain the essence of marketing research and its importance in business management	K_W01 K_W08	P6S_WG
EK_W02	characterise the main methods of marketing research and indicate the possibilities of their practical use	K_W05	P6S_WG
EK_U03	prepare a draft of a simple quantitative market study appropriate to the problem being addressed	K_U01 K_U09	P6S_UW
EK_U04	prepare, analyse and interpret and present quantitative market research findings	K_U01 K_U03	P6S_UW
EK_K05	knows the principles and conditions of active participation in group work and is able to use this knowledge in interaction with the group	K_K04 K_K06	P6S_KO

<b>Content number</b>	<b>Educational/ curricular content</b>	<b>Reference to learning outcomes for the subject</b>
	<b>Lectures</b>	
T_01	Data versus marketing information. Demand for information on market phenomena and processes in the process of company management	EK_W01 EK_W02
T_02	Sources of information and their classification. Criteria of information evaluation. Marketing information system in a company - concept, functions, components and principles of functioning	EK_W01 EK_W02
T_03	Essence and functions of marketing research. Types of marketing research.	EK_W01 EK_W02
T_04	Methods and techniques of quantitative marketing research, their characteristics and possibilities of practical use	EK_W01 EK_W02
T_05	Market research design	EK_W01 EK_W02
T_06	Research sample - minimum sample size, sampling methods	EK_W01 EK_W02
T_07	Principles of instrument construction	EK_W01 EK_W02
T_08	Organisation and principles of quantitative market research in the field Effectiveness of research techniques	EK_W01 EK_W02
T_09	Assessing representativeness. Processing, analysis and interpretation of quantitative market research data	EK_W01 EK_W02
T_10	Segmentation, presentation of results, inference, use of results from quantitative research and principles for developing a research report	EK_W01 EK_W02
T_11	Errors in marketing research	EK_W01 EK_W02
T_12	Development of marketing research in Poland	EK_W01 EK_W02
	<b>Exercises</b>	
T_13	Selection and evaluation of data from secondary sources and their use in the analysis of basic elements of a specific market (team work, case studies)	EK_U03 EK_U04 EK_K05
T_14	Market research design (work in teams)	EK_U03 EK_U04 EK_K05
T_15	Determining the minimum sample size - tasks	EK_U03 EK_U04 EK_K05
T_16	Selection of units for the research sample using basic selection methods - tasks	EK_U03 EK_U04 EK_K05
T_17	Interview questionnaire/questionnaire design for quantitative market research (work in teams)	EK_U03 EK_U04 EK_K05
T_18	Verification, coding and processing of fieldwork material and representativeness analysis - working with original empirical material	EK_U03 EK_U04 EK_K05
T_19	Analysis and interpretation as well as tabular and graphical presentation of quantitative market research data - work in teams	EK_U03 EK_U04 EK_K05

Methods and forms of teaching	Educational and curricular content
Lecture with multimedia presentation of selected issues	T_01 – T_12
Conversation lecture	
Problem-based lecture	T_01 – T_12
Informative lecture	
Discussion	
Work with text	
Case study method	
Problem-based learning	T_13 – T_19
Didactic/simulation game	
Exercise method	T_13 – T_19
Workshop method	
Project method	
Multimedia presentation	
Audio and/or video demonstration	
Activating methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, snowball method, constructing mind maps)	
Other (which ones?) - ...	
...	

Evaluation criteria in relation to particular learning outcomes				
Learning outcome	For the assessment 2	For the assessment 3	For the assessment 4	For the assessment 5
EK_W01	Student cannot explain the essence of marketing research and its importance in enterprise management	Students will be able to correctly explain the essence of marketing research and its importance in business management.	Students will be able not only to explain correctly the essence of marketing research and its importance in enterprise management, but also to present the essence and functions of marketing information system in an enterprise	Students will be able not only to correctly explain the essence of marketing research and its importance in enterprise management, present the essence and functions of marketing information system in an enterprise, but also characterise its components and principles of operation.
EK_W02	The student is unable to generally characterise the main methods of marketing research and indicate the possibilities of their practical use.	Students can generally characterise the main methods of marketing research and indicate the possibilities of their practical use.	The student is able to generally characterise the main methods of marketing research and indicate the possibilities of their practical use as well as characterise selected methods of quantitative research	The student is able to comprehensively characterise the main methods of marketing research, indicate the possibilities of their practical use, fully characterise selected methods of quantitative research as well as indicate the main methods of qualitative research
EK_U03	The student is not able to prepare basic assumptions of a simple quantitative market research project adequate to the problem	The student is able to prepare basic assumptions of a simple quantitative market research project adequate to the problem solved, including the correct formulation of problems,	The student is able to prepare the assumptions of a simple quantitative market research project adequate to the problem solved,	The student is able to prepare the assumptions of a simple quantitative market research project adequate to the problem solved, including the correct formulation of

	solved, is not able to prepare research tools	aims and research hypotheses, is able to prepare a generally correct research tool	including the correct formulation of problems, objectives and research hypotheses, and determine in detail its scope, budget and time schedule for implementation, prepare a proper research tool.	problems, objectives and research hypotheses, and determine in detail its scope, budget and time schedule for implementation, prepare a correct research tool, as well as a set of auxiliary materials for its use (instructions, coding sheets and other)
EK_U04	The student is able to generally prepare, analyse, interpret and present the results of quantitative market research	The student is able to correctly prepare, analyse, interpret and present the results of quantitative market research to the necessary extent.	The student is able to correctly prepare, analyse, interpret and present the results of quantitative market research	The student is able to prepare, analyse, interpret and present the results of quantitative market research and is able to evaluate research and formulate his/her own opinions on decision-making.
EK_K05	The student does not know the rules and conditions of active participation in group work, cannot cooperate with a group.	The student knows the principles and conditions of active participation in group work to a basic extent and can use this knowledge in cooperation with a group to a small extent.	The student knows the rules and conditions of active participation in group work and is able to use this knowledge skilfully in cooperation with the group	The student is fully acquainted with the rules and conditions of active participation in group work and basic management of a small group, and is able to use this knowledge skilfully in cooperation with a group, assuming managerial roles in it.

Verification of learning outcomes	EK symbols for the module/subject				
	W01	W02	U03	U04	K05
Written test	X	X	X	X	X
Oral exam					
Written credit	X	X	X	X	X
Oral credit					
Written colloquium					
Oral colloquium					
Test					
Project					
Written work					
Report					
Multimedia presentation					
Work during exercises	X	X	X	X	X
Other (which ones?) -					

Hourly teaching load and student workload	Full-time	Part-time
1. Lectures (joint participation of academic teachers and students)	15	15
2. Other forms (joint participation of academic teachers and students)	15	15
3. Consultations with the teacher	20	20
<b>Total 1+2+3</b>	<b>50</b>	<b>50</b>

4. Practical training (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/examination)	50	50
<b>Total 4+5</b>	<b>50</b>	<b>50</b>
<b>SUMMARY 1+2+3+4+5</b>	<b>100</b>	<b>100</b>
<b>Total ECTS credits according to the study plan</b>	<b>4</b>	

<b>Reference literature</b>	<p>Kaczmarczyk S., <i>Badania marketingowe. Podstawy metodyczne</i>, PWE, Warszawa 2011  lub wcześniejsze – z lat 1999-2009 - wydania i wznowienia tego podręcznika o tytule:  <i>Badania marketingowe. Metody i techniki</i>, PWE Warszawa.</p> <p>Kędzior Z. (red.), <i>Badania rynku. Metody, zastosowania</i>, PWE, Warszawa 2005.</p> <p>Mazurek-Łopacińska (red.), <i>Badania marketingowe. Teoria i praktyka</i>, PWN, Warszawa 2008.</p>
<b>Complementary literature</b>	<p>Churchill G. A., <i>Badania marketingowe. Podstawy metodologiczne</i>, PWN, Warszawa 2002.</p> <p>J. Garczarczyk, M. Mocek, <i>Badania marketingowe i prognozowanie w zarządzaniu firmą – ekspansja czy regres?</i>, w: (red.) K. Mazurek-Łopacińska, <i>Badania marketingowe – skuteczność w zarządzaniu przedsiębiorstwem</i>, Wyd. UE we Wrocławiu nr 97, Wrocław 2010.</p> <p>Kaczmarek M., Olejnik I., Springer A., <i>Badania jakościowe. Metody i zastosowania</i>, CeDeWu, Warszawa 2013.</p> <p>Kaczmarczyk S., <i>Zastosowania badań marketingowych</i>, PWE, Warszawa 2007.</p> <p>Kaden R. J., <i>Badania marketingowe</i>, PWE, Warszawa 2008.</p> <p>Kędzior Z., Karcz K., <i>Badania marketingowe w praktyce</i>, PWE, Warszawa 2007.</p> <p>M. Mocek, I. Olejnik, <i>Metoda wywiadu bezpośredniego - determinanty skuteczności</i>, w: (red.) J. Garczarczyk, <i>Ilościowe i jakościowe metody badania rynku. Pomiar i jego skuteczność</i>, Wyd. AE w Poznaniu, Poznań 2006.</p> <p>Pieczkolan R., <i>Informacja marketingowa</i>, PWE, Warszawa 2005.</p> <p>Prym M., <i>Badania marketingowe w aspektach menedżerskich</i>, Wyd. UE we Wrocławiu, Wrocław 2009.</p> <p>Sagan A., <i>Badania marketingowe. Podstawowe kierunki</i>, Wyd. AE w Krakowie, Kraków 2004</p>