STUDY MODULE DESCRIPTION FORM

Name of the module/subject **Marketing Research Design**		Code **1011105311011145284**
Field of study **Engineering Management - Part-time studies -**	Profile of study (general academic, practical) **(brak)**	Year /Semester **1 / 1**
Elective path/specialty **Production and Operations Management**	Subject offered in: **Polish**	Course (compulsory, elective) **elective**
Cycle of study: **Second-cycle studies**	Form of study (full-time,part-time) **part-time**	

No. of hours				No. of credits
Lecture: **12** Classes: **-** Laboratory: **-** Project/seminars: **-**				**2**

Status of the course in the study program (Basic, major, other) **(brak)**	(university-wide, from another field) **(brak)**

Education areas and fields of science and art **social sciences**	ECTS distribution (number and %**)** **2 100%**

Responsible for subject / lecturer:

dr inż. Ewa Więcek-Janka
email: ewa.wiecek-janka@put.poznan.pl
tel. 616653403
Inżynierii Zarządzania
ul. Strzelecka 11

Prerequisites in terms of knowledge, skills and social competencies:

1	**Knowledge**	The student is able to define the concepts of marketing research, the research process, the problem of decision-making, problem research, thesis, hypothesis, population, sample, test pilot, observation, survey, interview, experiment, measurement scales. Student is able to describe: Research criteria, scope of research, research methods, tools, time and place of measurement, unit test. The student is able to formulate opinions based on research carried out and recommend corrective action.
2	**Skills**	Student creates: research methodology for the study of public opinion, individual interview, group interview, Students can create a graphical development results using Excel software (and / or Statistica) Students can design a seven-research process.
3	**Social competencies**	The student is responsible for the timely execution of tasks. The student actively participates in the activities of both lecture and exercises +. The student is able to work in a group and make group decisions. Students follow the norms of society. The student is determined to carry out his creative solving tasks and projects.

Assumptions and objectives of the course:

Expanding the potential of the knowledge, skills and attitudes in the design of marketing research in managerial practice.

Study outcomes and reference to the educational results for a field of study

Knowledge:

1. Student defines the concepts of diagnosis, analysis, synthesis, deduction and induction. - [K2A_W08]

2. The student describes the problem of decision-making in the company and make a transition to the research problem. - [K2A_W09; K2A_W10]

3. The student formulates and explains the concepts of CSI methods, ECSI, ACSI, SERVQUAL, mysterious client,. - [K2A_W08; K2A_W10]

4. Student explains the need for a specific tool for a particular purpose of the research - [K2A_W18]

Skills:

1. The student is able to formulate a research problem, the thesis / major and specific hypotheses, describe the population and unit test, build measurement tools. - [K2A_U01; K2A_U02; K2A_U08]

2. Student is able to estimate the measurement error - [K2A_U06; K2A_U06;]

3. The student is able to design: the sampling method, instrument, process data analysis, presentation of the results. - [K2A_U08 K2A_U01; K2A_U02;]

4. The student is able to interpret the results and draw conclusions. - [K2A_U01; K2A_U02;]

5. Student is able to make recommendations to improve, particularly for diagnosis and social analysis, measurement of attitudes, preferences analysis, customer satisfaction research methods.   - [K2A_U01; K2A_U02; K2A_U08]

Social competencies:

1. The student is determined to solve the research problem. - [K2A_K01; S2A_K06]

2. The student is aware of the responsibility for the present findings. - [K2A_K01; K2A_K02; K2A_K04]

3. Student takes care of the design and conduct the study in accordance with the methodology of the research - [K2A_K03; K2A_K04]

4. The student complies with the principles of ethics in the research. - [S2A_K07]

Assessment methods of study outcomes

Knowledge - a written or oral exam

Skills - credit on the thematic evaluation of the project

Social skills - working in project teams (internal division team evaluations)

Course description

First - Diagnosis and analysis of social

Second - Measurement of attitudes

3rd - analysis of preferences

4th - projection methods

5th - Customer Satisfaction Survey

a - mysterious client

b - Customer Satysfaction Index

c - Analysis of critical events

d - Questionnaire

e - SERVQUAL

Basic bibliography:

1. Więcek-Janka E. (2015), The essential of marketing research, Publishing House of Poznan University of Technology, Poznan (pp. 23-28).

Additional bibliography:

1. Malhotra N.K., Balbaki I.B., Bechwati N.N. (2013), Marketing Research. An Applied Orientation, Pearson, London.

2. Churchill G.A., Brown T.J., Suter T.A. (2013), Basic Marketing Research (paperback), Cengage South-Western, Boston.

Result of average student's workload

Activity	Time (working hours)
1. Preparation for the project: analysis of the internal and external situation of the object	10
2. Objective, scope of research	5
3. Determination and selection of sample population	5
4. The choice of method and construction of the measuring instrument	10
5. Measurement	30
6. Reduction and editing data	3
7. Data analysis and conclusion	10
8. Presentation of the project	2

Student's workload

Source of workload	hours	ECTS
Total workload	60	2
Contact hours	35	1

| Practical activities | 15 | 0 |