



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing Research

### Course

Field of study

Management Engineering

Area of study (specialization)

Level of study

First-cycle studies

Form of study

full-time

Year/Semester

3/5

Profile of study

general academic

Course offered in

english

Requirements

compulsory

### Number of hours

Lecture

30

Laboratory classes

Other (e.g. online)

Tutorials

30

Projects/seminars

### Number of credit points

4

### Lecturers

Responsible for the course/lecturer:

dr hab. inż. Ewa Więcek-Janka

email: ewa.wiecek-janka@put.poznan.pl

Faculty of Engineering Management

ul. Jacka Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

dr inż. Joanna Majchrzak

email: joanna.majchrzak@put.poznan.pl

Faculty of Engineering Management

ul. Jacka Rychlewskiego 2, 60-965 Poznań

### Prerequisites

The Student defines the concepts of marketing, marketing strategy, marketing management, buyer, customer, supply and demand.

The Student characterizes the scope of business operations and explains the marketing mix 4P and 4C tools for the product range.

The Student explains the application of statistical tests: chi- square, T-student, C-Pearson, V-Kramer.

The Student creates: SWOT, PEST and product life cycle analysis; matrices: BCG, GE, McKinsey; marketing plan.

The Student creates the characteristics of the company's client in accordance with the ABC division.



The Student can design a promotional campaign including: advertising, PR, direct sales, complementary promotion, sponsorship.

The Student is responsible for the timely implementation of tasks.

The Student actively participates in both lecture classes and exercises.

The Student is able to work in a group and make group decisions.

The Student follows the norms of social life.

The Student is determined to solve tasks creatively and realize assigned projects.

### Course objective

Developing the potential of knowledge, skills and attitudes in creating and implementing a marketing research process.

### Course-related learning outcomes

#### Knowledge

The Student defines the concept of marketing research according to various authors. Student describes the decision problem in the enterprise and transform it into a research problem. Student formulates and explains the concepts of exploratory and explanatory studies. The student explains the need for a specific tool for a specific research purpose

(P7S\_WG\_02; P7S\_WG\_05; P7S\_WG\_07).

#### Skills

The Student is able to formulate a research problem, main and detailed theses / hypotheses, describe the studied population, and describe the examined reearch sample.

The Student is able to design: the sample selection method, research instrument, data analysis procedure and the form of results presentation.

The Student can estimate the measurement error.

The Student is able to interpret the results obtained and draw conclusions.

The Student is able to develop the recommendations for improvement.

The Student is able to present the recommendations arising from the studies

(P7S\_UW\_01; P7S\_UW\_03; P7S\_UW\_06; P7S\_UK\_01).

#### Social competences

The Student is determined to solve the research problem.

The Student is aware of the responsibility for the presented applications.



The Student takes care of developing and conducting the research in accordance with the research methodology.

The Student observes the principles of ethics in the research process

(P7S\_KK\_01; P7S\_KK\_02; P7S\_KO\_01).

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge gained during lectures: 100 points. 50 points can be obtained in partial tests on the Moodle platform (10-13 tests containing content from subsequent lectures). Another 50 points from the final exam (the exam can be carried out in one of three forms: oral, written, open, written). Skills and competences acquired as part of the exercises will be verified by the implementation of 10 projects: 100 points. The maximum number of points for one project - 10.

Assessment range (for lectures and exercises):

0 - 50 points - 2.0

51-60 points - 3.0

61-70 points - 3.5

71-80 points - 4.0

81-90 points - 4.5

91-100 points - 5.0

### Programme content

1. The essence, goals, types and scope of marketing research.
2. Marketing research and marketing information system.
3. Features of marketing research.
4. Classification of marketing research.
5. Criteria for marketing research.
6. The course of shaping the research process.
7. Research design:
  - a. Identifying the research problem,



- b. General and specific problems,
- c. Research theses / hypotheses,
- d. Main questions and specific questions,
8. Research activity schedule.
9. Organization of marketing research (time, area, commitment).
10. Sampling:
  - a. Define the study population,
  - b. Characteristics of the tested unit,
  - c. Selection of the sample selection method,
  - d. Determining the sample size,
11. Selection of measurement sources.
12. Selection of research method.
13. Construction of the research instrument.
14. Methods and errors of measurement in the field.
15. Methods of editing and reducing raw data.
16. Methods of descriptive analysis.
17. Methods of qualitative analysis.
18. Methods of quantitative analysis.
19. Rules for writing a research report.
20. Rules for the presentation of marketing research results.

### Teaching methods

Lecture, talk (discussion), presentation, project.

### Bibliography

Basic

Więcek–Janka E. (2015), The Essentials of Marketing Research, Poznan University of Technology Publishing House



Malhotra, N.K. (2015) Marketing Research

Additional

### Breakdown of average student's workload

	Hours	ECTS
Total workload	120	4,0
Classes requiring direct contact with the teacher	60	2,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	60	2,0

<sup>1</sup> delete or add other activities as appropriate