



## 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

Polish

Requirements

compulsory

### Number of hours

Lecture

30

Tutorials

30

Laboratory classes

Projects/seminars

Other (e.g. online)

### Number of credit points

4

### Lecturers

Responsible for the course/lecturer:

Ph.D., D.Sc., Eng. Ewa Więcek-Janka

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Faculty of Engineering Management

ul. J. Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

Ph.D., Eng. Joanna Majchrzak

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### 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

Student:

knows the methods and tools of data collection, their processing and the selection and distribution of information [P6S\_WG\_08]

knows the methods and tools of descriptive statistics and their application to modeling processes and phenomena occurring in organizations [P6S\_WG\_09]

knows the methodology of market and marketing research as well as methods and tools for modeling processes taking place between market participants [P6S\_WG\_10]

has basic knowledge necessary to understand non-technical determinants of engineering activity; knows the basic principles of occupational health and safety in force during the implementation of marketing and market research [P6S\_WG\_18]

knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge of technology, economics and management [P6S\_WK\_04]

#### Skills

Student:



is able to use basic theoretical knowledge and obtain data to analyze specific social processes and phenomena (cultural, political, legal, economic) in the field of management [P6S\_UW\_01]

can forecast social processes and phenomena (cultural, political, legal, economic) using standard management methods and tools [P6S\_UW\_02]

is able to correctly interpret social phenomena (cultural, political, legal, economic) in the field of management [P6S\_UW\_06]

is able to properly analyze the causes and course of specific social processes and phenomena (cultural, political, legal, economic) in the field of management [P6S\_UW\_07]

can use analytical, simulation and experimental methods to formulate and solve engineering tasks [P6S\_UW\_10]

#### Social competences

Student:

is able to see cause-and-effect relationships in the implementation of goals and rank the importance of alternative or competitive tasks [P6S\_KK\_02]

is aware that creating products that meet the needs of users requires a systemic approach, taking into account technical, economic, marketing, legal, organizational and financial issues [P6S\_KO\_02]

is aware of the importance of professional behavior, compliance with the rules of professional ethics and respect for the diversity of views and cultures, as well as care for the traditions of the managerial profession [P6S\_KR\_02]

#### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge acquired during lectures: 100%. 50% can be obtained in partial tests on the [ekursy.put.poznan.pl](http://ekursy.put.poznan.pl) platform (10-13 tests containing the content from subsequent lectures). Another 50% of the final exam (the exam can be carried out in one of three forms: oral, written open, written test, also on-line).

The skills and competences acquired during the exercises will be verified by the implementation of 10 projects of 100 points. 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

### 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**

Information lecture; problem lecture; seminar lecture; subject exercises; discussion; 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	100	4,0
Classes requiring direct contact with the teacher	60	2,5
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	40	1,5

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