



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

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, University
Professor

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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

The student discusses the essence, objectives, types, and scope of marketing research, including classification and research criteria used in marketing studies [P6S_WG_08].

The student presents the process of designing marketing research, including identifying the research problem, formulating hypotheses, and selecting research methods [P6S_WG_09].

The student characterizes different stages of forming the research process, including scheduling research activities and organizing marketing research [P6S_WG_10].

The student describes methods of sample selection and measurement sources in marketing research, including defining the research population and selecting a sample method [P6S_WG_18].

Skills

The student applies descriptive statistical methods, qualitative and quantitative analysis to analyze data from marketing research [P6S_UW_01].



The student performs analysis and reduction of raw data, using appropriate methods and tools [P6S_UW_02].

The student designs and constructs a research instrument, considering methods and measurement errors in the field [P6S_UW_06].

The student prepares and presents research reports, including principles of presenting marketing research results [P6S_UW_07].

Social competences

The student assesses cause-and-effect relationships in conducting marketing research and applies research findings to make marketing decisions [P6S_KK_02].

The student integrates knowledge from marketing research in the product creation process, considering various systemic aspects [P6S_KO_02].

The student demonstrates professionalism and ethical conduct in designing and conducting marketing research, respecting the diversity of opinions and cultures [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 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(ISBN 978-83-775-368-2).

Malhotra, N.K. (2015) Marketing Research

Additional

Churchil, G. (2002). Badania marketingowe. Podstawy metodologiczne. Warszawa: PWN.

Więcek-Janka, E., Kujawińska, A. (2011). Projektowanie badań marketingowych. Poznań: Wydawnictwo Politechniki Poznańskiej.

Więcek-Janka, E. (2000). Badania marketingowe [w] Mantura W. (red). Marketing przedsiębiorstw przemysłowych.

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) ¹	40	1,5

¹ delete or add other activities as appropriate