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| Title<br><b>(Projektowanie badań marketingowych)</b>                                   | Code<br><b>1011102321011140753</b> |
| Field<br><b>Management - Full-time studies - Second-cycle studies</b>                  | Year / Semester<br><b>1 / 2</b>    |
| Specialty<br>-   | Course<br><b>elective</b>          |
| Hours<br>Lectures: <b>3</b> Classes: <b>15</b> Laboratory: -    Projects / seminars: - | Number of credits<br><b>2</b>      |
|  | Language<br><b>polish</b>          |

**Lecturer:**

dr inż. Ewa Więcek-Janka  
Katedra Marketingu i Sterowania Ekonomicznego  
ul. Strzelecka 11  
60-965 Poznań  
tel. 61 6653403  
e-mail: ewa.wiecek-janka@put.poznan.pl

**Faculty:**

Faculty of Engineering Management  
ul. Strzelecka 11  
60-965 Poznań  
tel. (61) 665-33-74, fax.  
e-mail: office\_fem@put.poznan.pl

**Status of the course in the study program:**

Planners marketing research

**Assumptions and objectives of the course:**

To acquaint students with the practice of marketing research used in market practice

**Contents of the course (course description):**

Theoretical aspect:

- First - Methods of survey
- Second - Methods for measuring attitudes
- Third - Methods of testing time
- 4th - Methods of test for customer satisfaction
- 6th - Measurement Scales
- 7th - Build your own measurement tool

Practical aspect - the implementation of research projects:

- First - Poll
- Second - measurement of attitudes "..."
- Third - Measurement of working time on the workstation
- 4th - Customer satisfaction survey methods: SERVQUAL, CSI
- 5th - Methodology for the design of your own research.

**Introductory courses and the required pre-knowledge:**

- The basics of marketing
- The basics of marketing research
- Work group

**Courses form and teaching methods:**

- Lectures with a multimedia presentation
- Lectures with invited experts
- Exercise Design
- Work in groups

**Form and terms of complete the course - requirements and assessment methods:**

- Oral examination
- Assessment of the project

**Basic Bibliography:**

**Additional Bibliography:**