

Title <b>Planners marketing research</b>	Code <b>1011102331011140783</b>
Field <b>Management - Full-time studies - Second-cycle studies</b>	Year / Semester <b>2 / 3</b>
Specialty -	Course <b>elective</b>
Hours Lectures: <b>1</b> Classes: -    Laboratory: -    Projects / seminars: -	Number of credits <b>2</b>
	Language -

**Lecturer:**

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**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:**