

Title (Badania marketingowe)	Code 1011101341011140622
Field Management - Full-time studies - First-cycle studies	Year / Semester 2 / 4
Specialty -	Course core
Hours Lectures: 3 Classes: 30 Laboratory: - Projects / seminars: -	Number of credits 5
	Language polish

Lecturer:

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Status of the course in the study program:

Marketing Research

Assumptions and objectives of the course:

To acquaint students with research methodology
Sensitize students to issues of ethics in research
Preparation of students for independent design and conduct market research and marketing

Contents of the course (course description):

First. Essence, objectives, types and scope of marketing research,
Second. Typology of marketing research,
Third. The research process,
4th sampling for marketing research,
5th Sources of information in marketing research,
a. Sources of information
b. Classification of measuring instruments,
c. Characteristics of selected methods of marketing research,
d. The design of questionnaire and interview,
e. Techniques selection of questions for the questionnaire.
6th Measurement and scaling in marketing research,
7th The reliability of measurement (accuracy and reliability),
8th Reduction, analysis and interpretation of data in marketing research,
9th Presentation and reporting of test results.

Introductory courses and the required pre-knowledge:

- The basics of marketing
- Basic descriptive statistics
- Basics of mathematical statistics

Courses form and teaching methods:

- Lecture supported multimedia presentation

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

- Written / oral exam

Basic Bibliography:

Additional Bibliography: