

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Marketing Research		Code 1011101341011140759
Field of study Engineering Management - Full-time studies -	Profile of study (general academic, practical) general academic	Year /Semester 2 / 4
Elective path/specialty -	Subject offered in: Polish	Course (compulsory, elective) obligatory
Cycle of study: First-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 30 Classes: 30 Laboratory: - Project/seminars: -		No. of credits 5
Status of the course in the study program (Basic, major, other) other		(university-wide, from another field) from field
Education areas and fields of science and art technical sciences social sciences		ECTS distribution (number and %) 1 20% 4 80%
Responsible for subject / lecturer: dr inż. Ewa Więcek-Janka email: ewa.wiecek-janka@put.poznan.pl tel. 61 6653403 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	The student defines the concept of marketing, marketing strategy, marketing management, customer, customer, supply, demand. The student has the scope of activities of the company and explain the tools marketing mix 4P and 4C for its product range. The student explains the use of statistical tests: chi-square, t-student, C-Pearson, V-Kramer
2	Skills	Student creates: SWOT analysis, PEST, the life cycle of the product matrix: BCG, GE, McKinsey, a marketing plan. Students can create characteristics of the client in accordance with the division of ABC. Students can design a promotional campaign including: advertising, PR, direct sales, promotion supplementary sponsorship
3	Social competencies	The student is responsible for the timely execution of tasks. The student actively participates in the activities of both lectures and exercises. The student is able to work in a group and group decision making. Students follow the norms of society. The student is determined to creative problem entrusted tasks and projects.
Assumptions and objectives of the course: -Expanding the potential of the knowledge, skills and attitudes in the development and implementation of the marketing research process.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Student defines marketing research by different authors. - [K1A_W01, K1A_W11] 2. Student describes the problem of decision making in the company and be converted into a research problem - [K1A_W06, K1A_W11] 3. Student formulates and explains the concepts of exploratory and explanatory research - [K1A_W20, K1A_W11] 4. Student explains the need for a specific tool for a specific purpose research - [K1A_W11]		
Skills:		

<p>1. Student is able to formulate the research problem, the thesis / main hypotheses and specific, describe the study population, and to describe the unit test. - [K1A_U03]</p> <p>2. Student is able to design: the sampling method, the survey instrument, the procedure for data analysis, presentation of the results. - [K1A_U01,K1A_U02]</p> <p>3. Student is able to estimate the measurement error. - [K1A_U04]</p> <p>4. Student is able to interpret the results and draw conclusions - [K1A_U08]</p> <p>5. Student is able to make recommendations to improve. - [K1A_U07, K1A_U08, K1A_U10]</p>
<p>Social competencies:</p> <p>1. Student is determined to solve the research problem - [K1A_K03,K1A_K05]</p> <p>2. Student is aware of the responsibility for the present findings - [K1A_K02]</p> <p>3. Student is aware of the responsibility for the present findings - [K1A_K03]</p> <p>4. Student complies with the principles of ethics in the research. - [K1A_K03,K1A_K04]</p>

<p>Assessment methods of study outcomes</p>
<p>Knowledge - a written or oral exam</p> <p>Skills-credit with a grade eight thematic projects</p> <p>Social skills - working in project teams (internal team division ratings)</p>
<p>Course description</p>
<p>1. Essence, objectives, types and scope of marketing research</p> <p>2. Marketing research and marketing information system</p> <p>3. Features of marketing research</p> <p>4. Classification of marketing research</p> <p>5. Criteria for marketing research</p> <p>6. Path of the research process</p> <p>7. Design of the study</p> <p>a. Identifying a research problem</p> <p>b. former general and specific problems</p> <p>c. theses / hypotheses</p> <p>d. Main questions and specific questions</p> <p>8. Schedule of research activities</p> <p>9. Marketing research organization (time, space, commitment)</p> <p>10. Selection of the sample</p> <p>a. definition of the study population</p> <p>b. Characteristics of the study</p> <p>c. Select the sampling method</p> <p>d. Determination of sample size</p> <p>11. The choice of sources of measurement</p> <p>12. The choice of research method</p> <p>13. Research Facility Construction</p> <p>14. Methods and measurement research errors</p> <p>15. Methods editorial and reduction of raw data</p> <p>16. Methods of descriptive analysis</p> <p>17. Methods of qualitative analysis</p> <p>18. Methods for quantitative analysis</p> <p>19. Rules for writing a research report</p> <p>20. Basis of presentation of marketing research</p>
<p>Basic bibliography:</p> <p>1. Więcek-Janka E., The Essentials of Marketing Research, Poznan University Publishing House, Poznan 2015</p>
<p>Additional bibliography:</p> <p>1. Malhotra N.K., Balbaki I.B., Bechwati N.N. (2013), Marketing Research. An Applied Orientation, Pearson, London.</p> <p>2. Churchill G.A., Brown T.J., Suter T.A. (2013), Basic Marketing Research (paperback), Cengage South-Western, Boston.</p>
<p>Result of average student's workload</p>

Activity		Time (working hours)
1. studying literature		40
2. preparation of marketing research		60
3. implementation of marketing research		60
4. presentation of research results		20
Student's workload		
Source of workload	hours	ECTS
Total workload	180	5
Contact hours	2	1
Practical activities	90	4