

| STUDY MODULE DESCRIPTION FORM | | |
|--|---|--|
| Name of the module/subject Marketing Research Design | | Code 1011105211011145284 |
| Field of study Engineering Management - Part-time studies - | Profile of study (general academic, practical) (brak) | Year /Semester 1 / 1 |
| Elective path/specialty Communication Management in | Subject offered in: Polish | Course (compulsory, elective) elective |
| Cycle of study: Second-cycle studies | Form of study (full-time, part-time) part-time | |
| No. of hours Lecture: 12 Classes: - Laboratory: - Project/seminars: - | | No. of credits 2 |
| Status of the course in the study program (Basic, major, other) (brak) | | (university-wide, from another field) (brak) |
| Education areas and fields of science and art social sciences | | ECTS distribution (number and %) 2 100% |
| Responsible for subject / lecturer: dr inż. Ewa Więcek-Janka email: ewa.wiecek-janka@put.poznan.pl tel. 616653403 Inżynierii Zarządzania ul. Strzelecka 11 | | |
| Prerequisites in terms of knowledge, skills and social competencies: | | |
| 1 | Knowledge | The student is able to define the concepts of marketing research, the research process, the problem of decision-making, problem research, thesis, hypothesis, population, sample, test pilot, observation, survey, interview, experiment, measurement scales. Student is able to describe: Research criteria, scope of research, research methods, tools, time and place of measurement, unit test. The student is able to formulate opinions based on research carried out and recommend corrective action. |
| 2 | Skills | Student creates: research methodology for the study of public opinion, individual interview, group interview, Students can create a graphical development results using Excel software (and / or Statistica) Students can design a seven-research process. |
| 3 | Social competencies | The student is responsible for the timely execution of tasks. The student actively participates in the activities of both lecture and exercises +. The student is able to work in a group and make group decisions. Students follow the norms of society. The student is determined to carry out his creative solving tasks and projects. |
| Assumptions and objectives of the course: Expanding the potential of the knowledge, skills and attitudes in the design of marketing research in managerial practice. | | |
| Study outcomes and reference to the educational results for a field of study | | |
| Knowledge: | | |
| 1. Student defines the concepts of diagnosis, analysis, synthesis, deduction and induction. - [K2A_W08] | | |
| 2. The student describes the problem of decision-making in the company and make a transition to the research problem. - [K2A_W09; K2A_W10] | | |
| 3. The student formulates and explains the concepts of CSI methods, ECSI, ACSI, SERVQUAL, mysterious client, - [K2A_W08; K2A_W10] | | |
| 4. Student explains the need for a specific tool for a particular purpose of the research - [K2A_W18] | | |
| Skills: | | |

| |
|--|
| <p>1. The student is able to formulate a research problem, the thesis / major and specific hypotheses, describe the population and unit test, build measurement tools. - [K2A_U01; K2A_U02; K2A_U08]</p> <p>2. Student is able to estimate the measurement error - [K2A_U06; K2A_U06;]</p> <p>3. The student is able to design: the sampling method, instrument, process data analysis, presentation of the results. - [K2A_U08 K2A_U01; K2A_U02;]</p> <p>4. The student is able to interpret the results and draw conclusions. - [K2A_U01; K2A_U02;]</p> <p>5. Student is able to make recommendations to improve, particularly for diagnosis and social analysis, measurement of attitudes, preferences analysis, customer satisfaction research methods. - [K2A_U01; K2A_U02; K2A_U08]</p> |
| <p>Social competencies:</p> |
| <p>1. The student is determined to solve the research problem. - [K2A_K01; S2A_K06]</p> <p>2. The student is aware of the responsibility for the present findings. - [K2A_K01; K2A_K02; K2A_K04]</p> <p>3. Student takes care of the design and conduct the study in accordance with the methodology of the research - [K2A_K03; K2A_K04]</p> <p>4. The student complies with the principles of ethics in the research. - [S2A_K07]</p> |

| Assessment methods of study outcomes | |
|--|----------------------|
| <p>Final evaluation: Lectures: Knowledge - a written or oral exam Formative evaluation: Skills - credit on the thematic evaluation of the project Social skills - working in project teams (internal division team evaluations)</p> | |
| Course description | |
| <p>First - Diagnosis and analysis of social Second - Measurement of attitudes 3rd - analysis of preferences 4th - projection methods 5th - Customer Satisfaction Survey a - mysterious client b - Customer Satisfaction Index c - Analysis of critical events d - Questionnaire e - SERVQUAL</p> <p>Method: Lectures; Exercises; Team working; project preparing; Tutoring.</p> | |
| <p>Basic bibliography:</p> <p>1. Więcek-Janka E. (2015), The essential of marketing research, Publishing House of Poznan University of Technology, Poznan (pp. 23-28).</p> <p>2. Oliver R.L., Customer Satisfaction Research, in: Handbook of Marketing research.</p> <p>3. Hallowell R., The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study, International Journal of Service Industry Management, 1990</p> <p>4. Rust R., Zahorik A.J., Customer satisfaction, customer retention, and market share, Journal of Retailing Volume 69, Issue 2, Summer 1993, Pages 193-215</p> | |
| <p>Additional bibliography:</p> <p>1. Churchill G.A., Brown T.J., Suter T.A. (2013), Basic Marketing Research (paperback), Cengage South-Western, Boston.</p> <p>2. Malhotra N.K., Balbaki I.B., Bechwati N.N. (2013), Marketing Research. An Applied Orientation, Pearson, London.</p> | |
| Result of average student's workload | |
| Activity | Time (working hours) |

| | | |
|-----------------------------|--------------|-------------|
| 1. Lectures | 12 | |
| 2. Preparation for lectures | 10 | |
| 3. Literature studying | 20 | |
| 4. Preparing to exam | 5 | |
| 5. Exam | 2 | |
| 6. Consultation | 10 | |
| Student's workload | | |
| Source of workload | hours | ECTS |
| Total workload | 59 | 2 |
| Contact hours | 24 | 1 |
| Practical activities | 0 | 0 |