

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Marketing Research</b>		Code <b>1011101241011140759</b>
Field of study <b>Engineering Management - Full-time studies -</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>2 / 4</b>
Elective path/specialty <b>-</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>obligatory</b>
Cycle of study: <b>First-cycle studies</b>	Form of study (full-time, part-time) <b>full-time</b>	
No. of hours Lecture: <b>30</b> Classes: <b>30</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>5</b>
Status of the course in the study program (Basic, major, other) <b>(brak)</b>		(university-wide, from another field) <b>(brak)</b>
Education areas and fields of science and art <b>social sciences</b> <b>Economics</b> <b>technical sciences</b> <b>Technical sciences</b>		ECTS distribution (number and %) <b>4 80%</b> <b>4 80%</b> <b>1 20%</b> <b>1 20%</b>
<b>Responsible for subject / lecturer:</b>  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		
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	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	<b>Skills</b>	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	<b>Social competencies</b>	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.
<b>Assumptions and objectives of the course:</b> -Expanding the potential of the knowledge, skills and attitudes in the development and implementation of the marketing research process.		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
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]		
<b>Skills:</b>		

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]
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]
3. Student is able to estimate the measurement error. - [K1A\_U04]
4. Student is able to interpret the results and draw conclusions - [K1A\_U08]
5. Student is able to make recommendations to improve. - [K1A\_U07, K1A\_U08, K1A\_U10]

**Social competencies:**

1. Student is determined to solve the research problem - [K1A\_K03, K1A\_K05]
2. Student is aware of the responsibility for the present findings - [K1A\_K02]
3. Student is aware of the responsibility for the present findings - [K1A\_K03]
4. Student complies with the principles of ethics in the research. - [K1A\_K03, K1A\_K04]

**Assessment methods of study outcomes**

Formative assessment:

In terms of exercise: on the basis of assessment of current progress of tasks

in lectures: on the basis of answers to questions about the material discussed in the previous lectures.

Summary summary:

In terms of exercises: public presentation of the topic prepared on the basis of prepared written report

In the scope of lectures: oral exam (the exam can be taken after completing the exercises)

**Course description**

1. Essence, objectives, types and scope of marketing research
2. Marketing research and marketing information system
3. Features of marketing research
4. Classification of marketing research
5. Criteria for marketing research
6. Path of the research process
7. Design of the study
  - a. Identifying a research problem
  - b. former general and specific problems
  - c. theses / hypotheses
  - d. Main questions and specific questions
8. Schedule of research activities
9. Marketing research organization (time, space, commitment)
10. Selection of the sample
  - a. definition of the study population
  - b. Characteristics of the study
  - c. Select the sampling method
  - d. Determination of sample size
11. The choice of sources of measurement
12. The choice of research method
13. Research Facility Construction
14. Methods and measurement research errors
15. Methods editorial and reduction of raw data
16. Methods of descriptive analysis
17. Methods of qualitative analysis
18. Methods for quantitative analysis
19. Rules for writing a research report
20. Basis of presentation of marketing research

Methods:

Lectures;

Discussion;

Tutoring

<b>Basic bibliography:</b>		
1. Marketing Przedsiębiorstw przemysłowych (rozdz. 8) pod red. Mantury Wł., Wyd. Politechniki Poznańskiej, Poznań 2000		
2. Projektowanie badań marketingowych, Więcek-Janka E., Kujawińska A., Wyd. Politechniki Poznańskiej, Poznań 2010		
3. Badania Marketingowe, metody i techniki, Kaczmarczyk St., PWE 2004		
4. Więcek-Janka E., The Essentials of Marketing Research, Poznan University Publishing House, Poznan 2015		
<b>Additional bibliography:</b>		
1. Badania marketingowe, Churchil G., PWN 2002		
2. Badania Marketingowe w aspektach menedżerskich, Prymon M., Wyd. Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław 2009		
3. Malhotra N.K., Balbaki I.B., Bechwati N.N. (2013), Marketing Research. An Applied Orientation, Pearson, London.		
4. Churchill G.A., Brown T.J., Suter T.A. (2013), Basic Marketing Research (paperback), Cengage South-Western, Boston.		
<b>Result of average student's workload</b>		
<b>Activity</b>	<b>Time (working hours)</b>	
1. Lectures	30	
2. Exercises	30	
3. Prepare to exercises	20	
4. Carrying out field research	20	
5. Preparation of research reports	20	
6. Prepare and presentation of reports	10	
7. Prepare to exam	18	
8. Exam	2	
<b>Student's workload</b>		
<b>Source of workload</b>	<b>hours</b>	<b>ECTS</b>
Total workload	150	5
Contact hours	62	2
Practical activities	30	4