

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Marketing Research		Code 1011104331011140759
Field of study Logistics - Part-time studies - First-cycle	Profile of study (general academic, practical) general academic	Year /Semester 2 / 3
Elective path/specialty -	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: First-cycle studies	Form of study (full-time,part-time) part-time	
No. of hours Lecture: 16 Classes: 12 Laboratory: - Project/seminars: -		No. of credits 5
Status of the course in the study program (Basic, major, other) other		(university-wide, from another field) university-wide
Education areas and fields of science and art technical sciences Technical sciences		ECTS distribution (number and %) 5 100% 5 100%
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>Forming rating: in the field of exercises: on the basis of an assessment of the current progress of task implementation in the field of lectures: based on answers to questions about the material discussed in previous lectures.</p> <p>Summary rating: in the field of exercises: public presentation of the developed topic on the basis of a written report in the field of lectures: oral exam (you can take the exam after completing the exercises)</p>
<p>Course description</p>
<ol style="list-style-type: none"> 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 <ol style="list-style-type: none"> 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 <ol style="list-style-type: none"> 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 <p>Methods: Lectures; Discussion; Tutoring</p>

Basic bibliography:		
Additional bibliography:		
Result of average student's workload		
Activity	Time (working hours)	
1. Lectures	16	
2. Classes	12	
3. Preparation for the classes	10	
4. Conducting field research	15	
5. Preparation of research reports	15	
6. Preparation for the defense of research reports	5	
7. Preparation to pass the exam	15	
8. Exam	2	
Student's workload		
Source of workload	hours	ECTS
Total workload	90	5
Contact hours	30	2
Practical activities	12	1