



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing Research

Course

Field of study

Logistic

Area of study (specialization)

Level of study

First-cycle studies

Form of study

part-time

Year/Semester

3/5

Profile of study

general academic

Course offered in

polish

Requirements

elective

Number of hours

Lecture

16

Tutorials

12

Laboratory classes

Projects/seminars

Other (e.g. online)

Number of credit points

5

Lecturers

Responsible for the course/lecturer:

Ewa Więcek-Janka

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tel. 48 61 665

Wydział Inżynierii Zarządzania

ul. Jacka Rychlewskiego 2.

60-965 Poznań

Responsible for the course/lecturer:

Joanna Majchrzak

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tel. 48 61 665

Wydział Inżynierii Zarządzania

ul. Jacka Rychlewskiego 2.

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Prerequisites

The Student defines the concepts of marketing, marketing strategy, marketing management, buyer, customer, supply, and demand.

The student characterizes the scope of business operations and explain the marketing mix 4P and 4C tools for his product range.

Student explains the application for statistical tests: chi- square, T-student, C-Pearson, V-Kramer.

Student creates: SWOT, PEST, product life cycle analysis; matrices: BCG, GE, McKinsey; Marketing plan.

The student can create the characteristics of the company's client in accordance with the ABC division.

The student can design a promotional campaign including: advertising, PR, direct sales, complementary promotion, sponsorship.

The student is responsible for the timely implementation of tasks.

The student actively participates in both lecture classes and exercises.

The student is able to work in a group and make group decisions.

The student follows the norms of social life.

The student is determined to creatively solve the tasks and projects entrusted to him.

Course objective

Developing the potential of knowledge, skills and attitudes in creating and implementing a marketing research process

Course-related learning outcomes

Knowledge

The Student defines the concept of marketing research according to various authors. Student describes the decision problem in the enterprise and transform it into a research problem. Student formulates and explains the concepts of exploratory and explanatory studies. The student explains the need for a specific tool for a specific research purpose (P6S_WG_02; P6S_WG_05; P6S_WG_07).

Skills

The student is able to formulate a research problem, main and detailed theses / hypotheses, describe the studied population, and describe the examined unit.

Student is able to design: sample selection method, research instrument, data analysis procedure, form of results presentation.

The student can estimate the measurement error.

The student is able to interpret the results obtained and draw conclusions.



The student is able to develop improvement recommendations.

The student is able to present the recommendations arising from the study (P6S_UW_01; P6S_UW_03; P6S_UW_06; P6S_UK_01)

Social competences

The student is determined to solve the research problem

The student is aware of the responsibility for the presented applications

The student takes care of developing and conducting the research in accordance with the research methodology.

The student observes the principles of ethics in the research process (P6S_KK_01; P6S_KK_02; P6S_KO_01).

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge gained during lectures: 100 points. 50 points can be obtained in partial tests on the Moodle platform (10-13 tests containing content from subsequent lectures). Another 50 points from the final exam (the exam can be carried out in one of three forms: oral, written, open, written). Skills and competences acquired as part of the exercises will be verified by the implementation of 10 projects: 100 points. The maximum number of points for one project - 10.

Assessment range (for lectures and exercises):

0 - 50 points - 2.0

51-60 points - 3.0

61-70 points - 3.5

71-80 points - 4.0

81-90 points - 4.5

91-100 points - 5.0

Programme content

1. The essence, goals, 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. The course of shaping the research process
7. Research design
 - a. Identifying the research problem
 - b. General and specific problems
 - c. Research theses / hypotheses
 - d. Main questions and specific questions
8. Research activity schedule
9. Organization of marketing research (time, area, commitment)
10. Sampling
 - a. Define the study population
 - b. Characteristics of the tested unit
 - c. Selection of the sample selection method
 - d. Determining the sample size
11. Selection of measurement sources
12. Selection of research method
13. Construction of the research instrument
14. Methods and errors of measurement in the field
15. Methods of editing and reducing raw data
16. Methods of descriptive analysis
17. Methods of qualitative analysis
18. Methods of quantitative analysis
19. Rules for writing a research report
20. Rules for the presentation of marketing research results



Teaching methods

Lecture, talk, presentation, project

Bibliography

Basic

Malhotra, N.K. (2015) Marketing Research

Additional

Breakdown of average student's workload

	Hours	ECTS
Total workload	125	5,0
Classes requiring direct contact with the teacher	40	2,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹	85	3,0

¹ delete or add other activities as appropriate