



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

full-time

Year/Semester

3/3

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

Number of hours

Lecture

30

Tutorials

15

Laboratory classes

Projects/seminars

Other (e.g. online)

Number of credit points

5

Lecturers

Responsible for the course/lecturer:

Ph.D., D. Sc. Eng., Ewa Więcek-Janka

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Faculty of Engineering Management

ul. J. Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

Ph.D., Eng. Joanna Majchrzak

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Faculty of Engineering Management

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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:

knows the basic issues of mathematics and statistics in the study of the structure of economic and logistic phenomena [P6S_WG_04]

knows the basic issues of the life cycle of socio-technical systems (logistics systems) and the life cycle of industrial products [P6S_WG_06]

Skills

The Student:

can see system and non-technical aspects in engineering tasks, as well as socio-technical, organizational and economic [P6S_UW_04]

can choose the right tools and methods for solving the problem within logistics and supply chain management, and can use them effectively [P6S_UO_02]



is able to identify changes in requirements, standards, regulations, technical progress and the reality of the labor market, and on their basis determine the needs of supplementing knowledge [P6S_UU_01]

Social competences

The Student:

is able to plan and manage in an entrepreneurial manner [P6S_KO_01]

is aware of initiating activities related to the formulation and transfer of information and cooperation in the society in the field of logistics [P6S_KO_02]

is aware of cooperation and group work on solving problems within logistics and supply chain management [P6S_KR_02]

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 ekursy.put.poznan.pl (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 7 projects: 100 points. 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

Informative, problematic and conversational lecture; brain storming, talking, project

Bibliography



Basic

Więcek-Janka, E. (2015). Essential of Marketing Research

Additional

Malhotra, N.K. (2015) Marketing Research

Breakdown of average student's workload

	Hours	ECTS
Total workload	150	5,0
Classes requiring direct contact with the teacher	45	1,5
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹	105	3,5

¹ delete or add other activities as appropriate