



COURSE DESCRIPTION CARD - SYLLABUS

Course name

PO 3.2.1 Badania marketingowe - EC 3.2.1 Market research

Course

Field of study

Teleinformatics

Year/Semester

2/3

Area of study (specialization)

Profile of study

general academic

Level of study

second-cycle studies

Course offered in

Polish

Form of study

full-time

Requirements

elective

Number of hours

Lecture

30

Laboratory classes

0

Other (e.g. online)

Tutorials

0

Projects/seminars

0/0

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

dr hab. inż. Ewa Więcek-Janka
email: ewa.wiecek-janka@put.poznan.pl
Faculty of Engineering Management
ul. Jacka Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

dr inż. Joanna Majchrzak
email: joanna.majchrzak@put.poznan.pl
Faculty of Engineering Management
ul. Jacka Rychlewskiego 2, 60-965 Poznań

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 explains the marketing mix 4P and 4C tools for the product range.

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

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

The Student creates 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 solve tasks creatively and realize assigned projects.

Course objective

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

Course-related learning outcomes

Knowledge

Student:

knows the methods and tools of data collection, their processing and the selection and distribution of information

knows the methods and tools of descriptive statistics and their application to modeling processes and phenomena occurring in organizations

knows the methodology of market and marketing research as well as methods and tools for modeling processes taking place between market participants

has basic knowledge necessary to understand non-technical determinants of engineering activity;

knows the basic principles of occupational health and safety in force during the implementation of marketing and market research

knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge of technology, economics and management

Skills

Student:

is able to use basic theoretical knowledge and obtain data to analyze specific social processes and phenomena (cultural, political, legal, economic) in the field of management

can forecast social processes and phenomena (cultural, political, legal, economic) using standard management methods and tools

is able to correctly interpret social phenomena (cultural, political, legal, economic) in the field of management



is able to properly analyze the causes and course of specific social processes and phenomena (cultural, political, legal, economic) in the field of management
can use analytical, simulation and experimental methods to formulate and solve engineering tasks

Social competences

Student:

is able to see cause-and-effect relationships in the implementation of goals and rank the importance of alternative or competitive tasks
is aware that creating products that meet the needs of users requires a systemic approach, taking into account technical, economic, marketing, legal, organizational and financial issues
is aware of the importance of professional behavior, compliance with the rules of professional ethics and respect for the diversity of views and cultures, as well as care for the traditions of the managerial profession

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge acquired during lectures: 100%. 50% can be obtained in partial tests on the ekursy.put.poznan.pl platform (10-13 tests containing the content from subsequent lectures).
Another 50% of the final exam (the exam can be carried out in one of three forms: oral, written open, written test, also on-line).

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

Information lecture; problem lecture; seminar lecture;

Bibliography

Basic

Więcek–Janka E. (2015), The Essentials of Marketing Research, Poznan University of Technology Publishing House

Additional

Malhotra, N.K. (2015) Marketing Research

Breakdown of average student's workload

	Hours	ECTS
Total workload	56	2.0
Classes requiring direct contact with the teacher	30	1.0
Student's own work (preparation for tests, literature studies)	26	1.0