



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing Research [N1IZarz1>BM]

Course

Field of study

Engineering Management

Year/Semester

3/5

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

polish

Form of study

part-time

Requirements

compulsory

Number of hours

Lecture

16

Laboratory classes

0

Other (e.g. online)

0

Tutorials

16

Projects/seminars

0

Number of credit points

4,00

Coordinators

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Lecturers

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 and 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 for creating and implementing a marketing research process.

Course-related learning outcomes

Knowledge:

The student discusses the essence, objectives, types, and scope of marketing research, including classification and research criteria used in marketing studies [P6S_WG_08].

The student presents the process of designing marketing research, including identifying the research problem, formulating hypotheses, and selecting research methods [P6S_WG_09].

The student characterizes different stages of forming the research process, including scheduling research activities and organizing marketing research [P6S_WG_10].

The student describes methods of sample selection and measurement sources in marketing research, including defining the research population and selecting a sample method [P6S_WG_18].

Skills:

The student applies descriptive statistical methods, qualitative and quantitative analysis to analyze data from marketing research [P6S_UW_01].

The student performs analysis and reduction of raw data, using appropriate methods and tools [P6S_UW_02].

The student designs and constructs a research instrument, considering methods and measurement errors in the field [P6S_UW_06].

The student prepares and presents research reports, including principles of presenting marketing research results [P6S_UW_07].

Social competences:

The student assesses cause-and-effect relationships in conducting marketing research and applies research findings to make marketing decisions [P6S_KK_02].

The student integrates knowledge from marketing research in the product creation process, considering various systemic aspects [P6S_KO_02].

The student demonstrates professionalism and ethical conduct in designing and conducting marketing research, respecting the diversity of opinions and cultures [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 platform. Another 50% points from the final exam (the exam can be carried out in one of three forms: oral, written, open). Skills and competences acquired as part of the exercises will be verified by the implementation of 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

Lecture, talk (discussion), presentation, project.

Bibliography

Basic:

Więcek-Janka, E. (2020). *Badania marketingowe. Pojęcia, metody, narzędzia*. Poznań: Wydawnictwo Politechniki Poznańskiej.

Additional:

Więcek-Janka E. (2015), *The essentials of marketing research*, Wydawnictwo Politechniki Poznańskiej (ISBN 978-83-775-368-2).

Churchil, G. (2002). *Badania marketingowe. Podstawy metodologiczne*. Warszawa: PWN.

Więcek-Janka, E., Kujawińska, A. (2011). *Projektowanie badań marketingowych*. Poznań: Wydawnictwo Politechniki Poznańskiej.

Więcek-Janka, E. (2000). *Badania marketingowe* [w] Mantura W. (red). *Marketing przedsiębiorstw przemysłowych*.

Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,00
Classes requiring direct contact with the teacher	35	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	65	2,50