POZNAN UNIVERSITY OF TECHNOLOGY

EUROPEAN CREDIT TRANSFER AND ACCUMULATION SYSTEM (ECTS)

COURSE DESCRIPTION CARD - SYLLABUS

Course name
Marketing Research [N1Log2>BM]

Course

Field of study
Logistics

Year/Semester
2/3

Area of study (specialization)
–

Profile of study
general academic

Level of study
first-cycle

Course offered in
polish

Form of study
part-time

Requirements
elective

Number of hours

Lecture
18

Laboratory classes
0

Other (e.g. online)
0

Tutorials
10

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 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:
1. The student knows the basic issues in the field of mathematics and statistics in researching the structure of market, economic, marketing and logistics phenomena [P6S_WG_04]
2. The student knows basic issues in the life cycle of markets, products and services (logistics systems) [P6S_WG_06]

Skills:
1. The student is able to recognize process, organizational and economic aspects in engineering tasks [P6S_UW_04]
2. The student is able to select appropriate tools and methods to solve a research problem within the framework of logistics and supply chain management [P6S_UO_02]
3. The student is able to identify changes in market requirements and the reality of the labor market, and on their basis determine the needs for supplementing knowledge [P6S_UU_01]

Social competences:
1. The student is able to plan activities in the field of research processes in the field of marketing research [P6S_KO_01]
2. The student is aware of initiating activities related to the formulation and transfer of information in the research process [P6S_KO_02]
3. The student is aware of cooperation and team work in solving research and decision-making problems within the framework of logistics and supply chain management [P6S_KR_02]

Methods for verifying learning outcomes and assessment criteria
Learning outcomes presented above are verified as follows:

Lecture: 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).
Tutorial: 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

Lecture: The essence, goals, types and scope of marketing research. Marketing research and marketing information system. Features of marketing research. Classification of marketing research. Criteria for marketing research. The course of shaping the research process. Research design (Identifying the research problem. General and specific problems. Research theses / hypotheses. Main questions and specific questions). Research activity schedule. Organization of marketing research (time, area, commitment). Sampling (Define the study population. Characteristics of the tested unit. Selection of the sample selection method. Determining the sample size). Selection of measurement sources. Selection of research method. Construction of the research instrument. Methods and errors of measurement in the field. Methods of editing and reducing raw data. Methods of descriptive analysis. Methods of qualitative analysis. Methods of quantitative analysis. Rules for writing a research report. Rules for the presentation of marketing research results.
Tutorial: Designing research projects using the following methods: direct (observation, interview and experiment) and indirect (CATI, CAWI)

Teaching methods

Lecture: Informative, problematic and conversational lecture; brain stroming, talking, project.
Tutorial: presentation, discussion, brain stroming, project

Bibliography

Basic:
1. Więcek-Janka E., Badania marketingowe. Pojęcia, metody, narzędzia, Wydawnictwo Poltechniki Poznańskiej, Poznań, 2020.

Additional:

1. Churchil G., Badania marketingowe. Podstawy metodologiczne, Wydawnictwo Naukowe PWN, Warszawa, 2002.
2. Więcek-Janka E., Kujawińska A., Projektowanie badań marketingowych, Wydawnictwo Politechniki Poznańskiej, Poznań, 2011.
3. Więcek-Janka E., Badania marketingowe [w:] Mantura W. (red), Marketing przedsiębiorstw przemysłowych, Wydawnictwo Poltechniki Poznańskiej, Poznań, 2002.

Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,00
Classes requiring direct contact with the teacher	30	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	70	2,50