



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing Research

### Course

Field of study

Management and Production Engineering

Area of study (specialization)

Quality management

Level of study

Second-cycle studies

Form of study

part-time

Year/Semester

2/4

Profile of study

general academic

Course offered in

polish

Requirements

elective

### Number of hours

Lecture

8

Laboratory classes

8

Other (e.g. online)

Tutorials

Projects/seminars

### Number of credit points

2

### Lecturers

Responsible for the course/lecturer:

Ewa Więcek-Janka, PhD

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Faculty of Management Engineering

Rychlewskiego 2, Poznań

Responsible for the course/lecturer:

Joanna Majchrzak, PhD

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Rychlewskiego 2, Poznań

### Prerequisites

The student defines the terms: marketing, marketing strategy, marketing management, buyer, customer, supply, demand.

The student characterizes the scope of business activities and explains the 4P and 4C mix marketing tools for its product range.

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

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

The student is able to create the characteristics of the company's customer in accordance with the ABC division.



The student is able to design a promotional campaign including: advertising, PR, direct sales, supplementary promotion, sponsorship.

The student is responsible for the timely completion of tasks.

The student actively participates in both lectures 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 the creation and implementation of the marketing research process

### Course-related learning outcomes

#### Knowledge

The student defines the concept of marketing research according to various authors. The student describes a decision problem in an enterprise and make a transformation into a research problem. The student formulates and explains the concepts of: exploratory and explanatory research. The student explains the need to use a specific tool for a specific research goal.

#### Skills

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

The student is able to design: sampling method, research instrument, data analysis procedure, form of presentation of results.

The student is able to estimate the measurement error.

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

The student is able to develop recommendations for improvement.

The student is able to present the recommendations resulting from the conducted research

#### Social competences

The student is determined to solve the research problem

The student is aware of the responsibility for the presented conclusions



The student takes care to develop and conduct the research in accordance with the research methodology.

The student follows the principles of ethics in the research process

### 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 the partial tests on the Moodle platform (tests containing the content of the next lectures). Another 50 points from the final exam (the exam can be carried out in one of four forms: oral, written open, written test, on-line test).

Rating range (for lectures):

up to 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 the 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. Designing the study
  - a. Identification of the research problem
  - b. General and specific problems
  - c. Research theses / hypotheses



- d. Main questions and specific questions
8. Schedule of research activities
9. Organization of marketing research (time, area, commitment)
10. Sampling
  - a. Defining the study population
  - b. Characteristics of the audited entity
  - c. Selection of the sampling method
  - d. Determining the sample size
11. Selection of measurement sources
12. Selection of the research method
13. Building a research instrument
14. Methods and errors of measurement in the field
15. Methods of editing and reducing raw data
16. Descriptive analysis methods
17. Methods of qualitative analysis
18. Methods of quantitative analysis
19. Principles of writing a research report
20. Principles of presenting the results of marketing research

### Teaching methods

Lecture, talk, presentation, project

### Bibliography

Basic

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

Additional

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	50	2,0
Classes requiring direct contact with the teacher	20	1,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	30	1

<sup>1</sup> delete or add other activities as appropriate