



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing research in quality and safety management [N2IBiJ1-JiEwBP>BMwZ]

Course

Field of study

Safety and Quality Engineering

Year/Semester

2/3

Area of study (specialization)

Quality and Ergonomics in Work Safety

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

part-time

Requirements

elective

Number of hours

Lecture

10

Laboratory classes

0

Other

0

Tutorials

10

Projects/seminars

0

Number of credit points

2,00

Coordinators

dr hab. inż. Ewa Więcek-Janka prof. PP
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Lecturers

Prerequisites

The student has the basic knowledge necessary to understand the social and legal conditions of conducting engineering activities. The student has the ability to use the indicated sources and interpret social phenomena. The student understands the need to expand their competences in the field of social sciences.

Course objective

Providing students with knowledge, skills and attitudes in the development and implementation of the marketing research process, expanding the potential of knowledge and research skills, taking into account the area of quality and safety management.

Course-related learning outcomes

Knowledge:

1. The student knows in depth the principles of creating and ways to develop various forms of entrepreneurship, in particular relating to marketing strategies and related to safety engineering, quality and safety at work [K2_W12].
2. The student knows in-depth the principles of information flow, communication, cybersecurity and the

use of market data for the management of marketing strategies and organization security [K2_W15].

Skills:

1. The student is able to use methods and tools for solving complex and unusual problems as well as advanced information and communication techniques in the process of developing marketing strategies characteristic of the professional environment related to security management in organizations [K2_U02].
2. The student is able to formulate and test hypotheses related to simple research problems required in the development of marketing strategies, and characteristic of safety engineering, quality, ergonomics and occupational safety and crisis management [K2_U04].

Social competences:

1. The student shows creativity and entrepreneurship, especially when developing marketing strategies [K2_K04].
2. The student is ready to perform tasks related to security management in the organization in an ethical manner, to persuade others to observe the principles of professional ethics and to develop professional values in this area [K2_K05].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: assessment forming discussions summarizing individual lectures, legal problems solved during classes, giving the opportunity to assess the student's understanding of the issues.

The knowledge acquired during the lecture is verified by two 15-minute colloquia, each of which consists of 5-10 questions, scored differently, the need to pass both colloquia.

Exercises: the knowledge acquired during the exercises is verified by two 15-minute colloquiums, each of which consists of 5-10 questions, scored differently. Both tests must be passed.

Rating scale:

0 - 50 pkt - 2.0;

51-60 pkt - 3.0;

61-70 pkt - 3.5;

71-80 pkt - 4.0;

81-90 pkt - 4.5;

91-100 pkt - 5.0

Programme content

Lecture:

The essence, goals, types and scope of marketing research; the specificity of research in quality and safety management, marketing research and the marketing information system; features and classification of marketing research; the course of shaping the research process; research design, research problem identification, main and detailed questions; organization of marketing research; sampling; defining the study population; characteristics of the tested unit.

Exercises:

Identification of research problems, Design of research, design of questionnaires and measurement scales; analysis of primary and secondary sources, quantitative and qualitative research, exemplary research in quality and safety management.

Course topics

none

Teaching methods

Lecture - informative, problem-based presentation, discussion with the use of multimedia presentation, case method, discussion.

The lecture is conducted using distance learning techniques in a synchronous mode.

Acceptable platforms: eMeeting, Zoom, Microsoft Teams.

Exercises - discussion and analysis based on the case method, analyzing own examples.

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.

Majchrzak, J., & Goliński, M. (2020). The concept of the quality and grey system theory application in marketing information quality cognition and assessment. Central European Journal of Operations Research, 28(2), 817-840.

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	20	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	30	1,00