



## 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

1. The Essence, Goals, Types, and Scope of Marketing Research  
Definition and Importance of Marketing Research: What it is and why it matters.  
Goals of Marketing Research: The primary objectives of conducting research.  
Types of Marketing Research: Basic classifications, e.g., quantitative vs. qualitative research.  
Scope of Marketing Research: The aspects of the market and consumers being studied.
2. Marketing Research and Marketing Information Systems  
Connection Between Marketing Research and Information Systems: How research supports marketing information systems.  
Functions of Marketing Information Systems: The types of information collected and how it's used.
3. Characteristics of Marketing Research

Features of Marketing Research: Attributes that distinguish marketing research.  
Quality of Research: Factors affecting the quality of marketing research (reliability, validity, accuracy).

4. Classification of Marketing Research  
Types of Research: Exploratory, descriptive, causal.  
Classification by Data Collection Techniques: Field research, surveys, panel studies.

5. Criteria for Marketing Research  
Criteria for Choosing Research Methods: How to select appropriate research methods.  
Factors Influencing Research Choices: Data availability, budget, time constraints.

6. The Development Process of the Research Project  
Steps in the Research Process: From identifying the problem to presenting results.  
Organizing the Research Process: Managing time, resources, and personnel in the research process.

7. Research Design  
Identifying the Research Problem: Defining the problem to be researched.  
General and Specific Problems: Differences and how to define them.  
Research Hypotheses: Formulating research hypotheses.  
Main and Specific Questions: How to formulate research questions.

8. Research Activity Schedule  
Creating a Research Timeline: Planning the stages of the research.  
Planning Resources and Deadlines: Managing time and resources in research.

9. Organization of Marketing Research (Time, Area, Engagement)  
Planning Research: Managing time and resources.  
Field Research Logistics: Organizing fieldwork.

10. Sample Selection  
Defining the Target Population: Determining who will be studied.  
Characteristics of the Sample Unit: What attributes the sample unit should have.  
Choosing the Sampling Method: Random vs. non-random sampling methods.  
Determining Sample Size: How to choose the appropriate sample size.

11. Selection of Measurement Sources  
Data Sources: Choosing appropriate sources of data for research.  
Evaluating Sources: How to assess the quality and reliability of data sources.

12. Selection of Research Method  
Research Methods: How to choose the right method for marketing research.  
Evaluating Research Methods: The pros and cons of different research methods.

13. Development of Research Instruments  
Creating Research Tools: Designing questionnaires, interviews, surveys.  
Testing Instruments: How to test and validate research tools.

14. Methods and Errors of Field Measurement  
Measurement Techniques: Methods for data collection in the field.  
Measurement Errors: Types of errors and how to prevent them.

15. Methods for Editing and Reducing Raw Data  
Preparing Data for Analysis: How to prepare data for further analysis.  
Data Reduction Techniques: Techniques for cleaning and reducing data.

16. Descriptive Analysis Methods  
Descriptive Data Analysis: How to conduct basic data analysis.  
Analysis Techniques: Tools and techniques for descriptive analysis.

17. Qualitative Analysis Methods  
Qualitative Analysis: How to analyze qualitative data.  
Analysis Techniques: Coding, content analysis, discourse analysis.

18. Quantitative Analysis Methods  
Quantitative Analysis: Techniques for analyzing quantitative data.  
Statistical Analysis Methods: How to apply statistical methods in data analysis.

19. Principles of Writing a Research Report  
Structure of the Report: How to organize a research report.  
Writing Guidelines: How to effectively present research findings.

20. Principles of Presenting Marketing Research Results  
Presentation Techniques: How to present research results effectively.  
Presentation Tools: Use of graphical and multimedia tools for presentations.

## 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 qualitology 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