

**DESCRIPTION OF THE COURSE OF STUDY  
FOR EXCHANGE STUDENTS**

<b>Kod przedmiotu</b>	0413.3.ZARZ1.B/C23.BMA	
<b>Name of the course in</b>	English	<b>Marketing Research</b> Badania marketingowe
	Polish	

**1. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES**

<b>1.1. Field of studies</b>	Management
<b>1.2. Form of studies</b>	Full Time / Part Time
<b>1.3. Level of studies</b>	I degree (Bachelor's Degree)
<b>1.4. Profile of studies</b>	Academic
<b>1.5. Person responsible for the card</b>	Joanna Rudawska, PhD
<b>1.6. Kontakt</b>	joanna.rudawska@ujk.edu.pl

**2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY**

<b>2.1. Language</b>	English, Polish
<b>2.2. Prerequisites</b>	Basics of Marketing, Statistics

**3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY**

<b>3.1. Form of classes</b>	Lecture, practical classes	
<b>3.2. Place of classes</b>	Lecture and practical classes at University	
<b>3.3. Form of assessment</b>	Lecture – exam, practical classes – graded credit	
<b>3.4. Didactic methods</b>	Lecture with presentation Practical classes – workshops, case studies	
<b>3.5. Literature</b>	<b>Basic</b>	1. Badania marketingowe. Metody, techniki i obszary aplikacji na współczesnym rynku, pod red. Mazurek-Łopacińska K., Warszawa 2016. 2. Glinka B., Czakon W., Podstawy badań jakościowych, PWE, Warszawa 2021 3. M. Makowski: Gromadzenie i analiza danych rynkowych w praktyce. Wyd. CeDeWu, Warszawa 2018.
	<b>Additional</b>	1. Olejnik, M. Kaczmarek, A. Springer: Badania jakościowe. Metody i zastosowania. Wyd. CeDeWu, Warszawa 2018, Wyd. 2 2. Iacobucci, D. Marketing Research: Methodological Foundations, 12th edition, Createspace Independent Publishing Platform; Edycja Illustrated 2018

**4. OBJECTIVES, SYLLABUS CONTENT**

<p><b>4.1. Subject objectives</b></p> <p><b>Lecture:</b>  <b>C1. Knowledge</b> – knowledge of the role, functions, principles and methods of conducting marketing research in organizations.  <b>C2. Skills</b> – practical ability to develop a marketing research plan for the needs of the organization.  <b>C3. Social competences</b> – the ability to further, independently expand knowledge in the field of marketing research.</p> <p><b>Practical classes:</b>  <b>C1. Knowledge</b> – Knowledge of marketing research methodology.  <b>C2. Skills</b> – practical ability to carry out marketing research for the needs of the organization..  <b>C3. . Social competences</b> – the ability to further, independently expand knowledge in the field of marketing research.</p>
<p><b>4.2. Detailed syllabus</b></p> <p><b>Lecture:</b></p> <ol style="list-style-type: none"> <li>1. The importance of marketing research in an organization. Subject and time scope of research.</li> <li>2. Research goals, research hypotheses.</li> <li>3. Marketing research process.</li> <li>4. Research methods.</li> <li>5. Research tools - principles and errors of construction.</li> <li>6. Basic issues of the research sample selection process.</li> <li>7. Marketing research in particular areas: consumer behavior, market segmentation, marketing activities (product, price, promotion, distribution).</li> <li>8. Ethics in marketing research.</li> </ol>

<b>Practical classes:</b>
1. Marketing research methodology. Persona building, customer segmentation.
2. Analysis of needs, problems, customer experience (value proposition)
3. Quantitative and qualitative research - selection of tools.
4. Measurement tools in the research process (questionnaires, scales)
5. Principles of data analysis in research based on primary data.
6. Development of a research report

#### 4.3. Subjects' learning outcomes

LO	A student who has passed a subject	Reference to directional learning outcomes
In terms of <b>KNOWLEDGE:</b>		
W01	knows the role, functions, principles and methods of conducting marketing research in organizations	ZARZ1A_W19
W02	knows the methodology of conducting marketing research	ZARZ1A_W19
in terms of <b>SKILLS:</b>		
U01	Has the practical ability to develop a marketing research plan for the needs of the organization..	ZARZ1A_U02
U02	Is able to conduct marketing research and write a report, presentation of research results.	ZARZ1A_U09
In terms of <b>SOCIAL COMPETENCES:</b>		
K01	Is capable of further, independent expansion of knowledge and skills in the field of marketing research.	ZARZ1A_K05

Ways of verifying the achievement of the learning outcomes in question									
Learning outcome	Way of verifying (+/-)								
	Written exam			Project					
	Form of classes			Form of classes					
	W	C	...	W	C	...			
W01	+								
W02					+				
U01	+				+				
U02					+				
K01	+				+				

#### 4.5. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Grade	Assessment criteria
Lecture	3	Obtaining 50 - 60% of the exam points.
	3,5	Obtaining 61 - 70% of the exam points.
	4	Obtaining 71 - 80% of the exam points.
	4,5	Obtaining 81 - 90% of the exam points.
	5	Obtaining 91 - 100% of the exam points.
Practical classes	3	Obtaining 50 - 60% of project points.
	3,5	Obtaining 61 - 70% of project points.
	4	Obtaining 71 - 80% of project points.
	4,5	Obtaining 81 - 90% of project points.
	5	Obtaining 91 - 100% of project points.

#### 4. ECTS POINTS BALANCE - STUDENT WORKLOAD

Category	Student workload	
	Full time studies*	Part time studies*
NUMBER OF HOURS IMPLEMENTED WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	66	36
Participation in lectures	30	15
Participation in practical classes	30	15
Participation in the exam / test	2	2

<i>Other: consultancy</i>	4	4
<b><i>STUDENT'S INDEPENDENT WORK /NON-CONTACT HOURS/</i></b>	<b>84</b>	<b>114</b>
<i>Preparation for the lecture</i>	20	25
<i>Preparation for the practical classes</i>	20	25
<i>Preparation to the exam / test</i>	44	64
<b><i>TOTAL HOURS</i></b>	<b>150</b>	<b>150</b>
<b>ECTS Credits</b>	<b>6</b>	<b>6</b>