

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

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

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

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

2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language	English, Polish
2.2. Prerequisites	Basics of Marketing, Statistics

3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

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

Practical classes: <ol style="list-style-type: none"> 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 	
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4.3. Subjects' learning outcomes

LO	A student who has passed a subject	Reference to directional learning outcomes
In terms of KNOWLEDGE:		
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 SKILLS:		
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 SOCIAL COMPETENCES:		
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
<i>STUDENT'S INDEPENDENT WORK /NON-CONTACT HOURS/</i>	84	114
<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
<i>TOTAL HOURS</i>	150	150
ECTS Credits	6	6