FACULTY OF COMPUTER SCIENCE AND MANAGEMENT

SUBJECT CARD

Name in Polish: Badania marketingowe
Name in English: Marketing Research
Main field of study (if applicable): Management
Specialization (if applicable): Organizational Management
Level and form of studies: 1st level, full-time
Kind of subject: obligatory
Subject code ZMZ1252
Group of courses NO

	Lecture	Classes	Laboratory	Project	Seminar
Number of hours of organized classes in University (ZZU)	**30**	**30**	-	-	-
Number of hours of total student workload (CNPS)	**60**	**90**	-	-	-
Form of crediting	crediting with grade	crediting with grade	-	-	-
For group of courses mark (X) final course	-	-	-	-	-
Number of ECTS points	**2**	**3**	-	-	-
including number of ECTS points for practical (P) classes	**-**	**3**	-	-	-
including number of ECTS points for direct teacher-student contact (BK) classes	**1**	**1**	-	-	-

*delete as applicable

PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES
1. Essentials of Marketing.
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SUBJECT OBJECTIVES
To acquire fundamental knowledge (including application aspects) about:
C1. managing marketing research process and common problems in this area (including: marketing research on the Internet)
C2. formulating research problems and hypotheses, research planning, selecting and applying data analysis methods and developing a research report
To acquire fundamental skills to:
C3. design and conduct marketing research using basic quantitative and qualitative methods (including: in the internet environment) - for the purpose of making appropriate marketing decisions
C4. use appropriate sources and methods for collecting and analyzing data in marketing research projects.

SUBJECT EDUCATIONAL EFFECTS
relating to knowledge: PEK_W01 – knows a basic notions, concepts and methods of marketing research and understands its role in managing a business PEK_W02 – has a basic knowledge of marketing research process and understands requirements, problems and the specificity of marketer - researcher cooperation **relating to skills:** PEK_U01 – can design and conduct - at a basic level – marketing research projects. PEK_U02 – can apply – at a basic level - fundamental marketing research methods. **relating to social competences:** PEK_K01 - is aware of the need to develop knowledge and skills in management, in particular - in the scope of marketing research to support marketing decision making. PEK_K02 - is prepared to take responsibility for the tasks assigned and co-workers, not only in essential but also in ethical dimension. PEK_K03 – expresses a willingness to teamwork. PEK_K04 - shows courage in communicating and defending own views. PEK_K05 - shows commitment and creativity in solving problems, reaching out to sources of information and overcoming obstacles to achieve the objectives.

PROGRAMME CONTENT

	Form of teaching - Lecture	Number of hours
Lec 1	Why designing and conducting marketing research is so useful in managing a contemporary enterprise?	2
Lec 2	Research problems and hypotheses: what are they and how to formulate them?	2
Lec 3	The practice and costs of marketing research.	2
Lec 4	How to get started marketing research	2
Lec 5	Using professionals and research agencies in marketing research	2
Lec 6	Setting objectives and deciding on research plan	2
Lec 7	Basic qualitative research methods. Focus groups	2
Lec 8	Basic methods for the analysis of quantitative data. Surveys.	2
Lec 9	Types of questions and scales.	2
Lec 10	Questionnaires: usefulness, structure and developing.	2
Lec 11	Questionnaires: conducting.	2
Lec 12	Sampling.	2
Lec 13	Data organizing and analyzing. Conclusions making.	2
Lec 14	Developing a good marketing research report. Putting research results into action.	2
Lec 15	Test	2
	Total hours	30

	Form of classes - class	Number of hours
Cl 1	Introduction to classes. Case study.	2
Cl2	Case study.	2
Cl3	Formulating research problems and hypotheses and research plan developing.	2
Cl4-5	Focus groups and personal interviews.	4

Cl6-7	Types of scales and questions.	4
Cl8-9	Questionnaire projecting.	4
Cl10-12	Sampling. Data collection and analysis.	6
Cl13	Research report developing.	2
Cl14-15	Presentations of marketing research reports developed by students. The analysis of selected issues. Summary of classes.	4
	Total hours	30

TEACHING TOOLS USED

N1. Traditional lecture with multimedia presentations.
N2. Questions to students during lecture.
N3. Case studies.
N4. Discussion of selected issues.
N5. Questions to students during classes.
N6. The use of computer software, primary and secondary sources (including electronic) in the field supporting the marketing research process.
N7. Self or teamwork: preparation for classes, data and information acquiring and analysis for marketing research purposes, preparation for a test.
N8. Research report developing.
N9. Report presentation prepared by students.

EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT

Evaluation (F – forming (during semester), P – concluding (at semester end)	Educational effect number	Way of evaluating educational effect achievement
F	PEK_U01-2	Assessment of students' solutions of assignments
P	PEK_W01-2	Test
P	PEK_U01-2	Assessment of developed reports
F	PEK_K01-5	Evaluation of activity and involvement in lectures and classes

PRIMARY AND SECONDARY LITERATURE

PRIMARY LITERATURE:

[1] Kaden R.J., Guerrilla marketing research: marketing research techniques that can help any business make more money, Kogan Page, London, Philadelphia, 2006 (www.bg.pwr.wroc.pl).

[2] Kotler Ph., et al., *Marketing Management: First European Edition Harlow*, England ; New York : Pearson/Prentice Hall, 2009 (www.bg.pwr.wroc.pl) .

[3] Janssens W., Wijnen K., De Pelsmacker P., Van Kenhove P., *Marketing research with SPSS*, Prentice Hall/Financial Times, London 2008 (www.bg.pwr.wroc.pl).

[4] Kaden R. J., MORE guerrilla marketing research: asking the right people, the right questions, the right way and effectively using the answers to make more money, Kogan Page, London, Philadelphia, 2009 (www.bg.pwr.wroc.pl).

SECONDARY LITERATURE:

[5] Kotler Ph., Marketing Management. The Millennium Edition, Prentice Hall International, Upper Saddle River, 2000

[6] Burns A. C., Bush R.F., *Marketing Research*, 6nd ed., Prentice Hall, Upper Saddle River, New Jersey 2010.

[7] GMID (*Global Market Information Database*, www.bg.pwr.wroc.pl).

[8] EMIS (*Emerging Markets Information Service*, www.bg.pwr.wroc.pl).

[9] IBM SPSS software website (http://www-01.ibm.com/software/analytics/spss/

[10]   Statsoft Electronic Statistic Textbook
    (http://www.statsoft.pl/textbook/stathome.html)

[11]   Selected databases, scientific articles etc.

SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)

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MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT
Marketing Research
AND EDUCATIONAL EFFECTS FOR MAIN FIELD OF STUDY **Management**
AND SPECIALIZATION **Organizational Management**

Subject educational effect	Correlation between subject educational effect and educational effects defined for main field of study and specialization (if applicable)**	Subject objectives***	Programme content***	Teaching tool number***
PEK_W01	K1_ZARZ_W10, K1_ZARZ_W16, ZARZ_W20, K1_ZARZ_W25	C1-2	Lec1-15	N1-4, N6-8
PEK_W02	K1_ZARZ_W10, K1_ZARZ_W16, ZARZ_W20, K1_ZARZ_W25	C1-2	Lec1-15	N1-4, N6-8
PEK_U01	K1_ZARZ_U14, K1_ZARZ_U05, K1_ZARZ_U04, K1_ZARZ_U11, K1_ZARZ_U16, K1_ZARZ_U15, K1_ZARZ_U07	C3-4	Cl 1-15	N3-9
PEK_U02	K1_ZARZ_U14, K1_ZARZ_U05, K1_ZARZ_U04, K1_ZARZ_U11, K1_ZARZ_U16, K1_ZARZ_U15, K1_ZARZ_U07	C3-4	Cl 1-15	N3-9
PEK_K01	K1_ZARZ_K01	C1-4	Lec1-15, Cl 1-15	N1-9
PEK_K02	K1_ZARZ_K03, K1_ZARZ_K06	C1-4	Cl 1-15	N3-9
PEK_K03	K1_ZARZ_K02	C1-4	Lec1-14, Cl 1-15	N2-9
PEK_K04	K1_ZARZ_K06	C1-4	Cl 1-15	N3-9
PEK_K05	K1_ZARZ_K04, K1_ZARZ_K05, K1_ZARZ_K06	C1-4	Lec1-14,Cl 1-15	N1-9

** - enter symbols for main-field-of-study/specialization educational effects

*** - from table above