Zał. nr 4 do ZW 64/2012

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| FACULTY OF COMPUTER SCIENCE AND MANAGEMENT  **SUBJECT CARD** Name in Polish Praktyczne aspekty badań marketingowych **Name in English** Practical aspects of marketing research  **Main field of study (if applicable): Management**  **Specialization (if applicable): Business management**  **Level and form of studies: 1st level, full-time**  **Kind of subject: optional**  **Subject code ZMZ11430**  **Group of courses NO** |

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

\*delete as applicable

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| **PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**  1. Basic knowledge of the fundamentals of marketing  2 Knowledge and skills in the use statistics to analyze and evaluate the data  3. Basic knowledge of marketing research |

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| **SUBJECT OBJECTIVES**  C1 Learning to understand the role, principles and methods of marketing research, selection and use of marketing research tools  C2 Display options using the results of the management of marketing  Learning with examples of practical application of the methods of marketing research. |

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| **SUBJECT EDUCATIONAL EFFECTS**  relating to knowledge:    relating to skills:  PEK\_U01 The ability to design a common marketing research  PEK\_U02 Ability to analyze the test results and their presentation.  relating to social competences:  PEK\_K01 Understanding the relations between the researcher - which is essential for efficient manager of marketing research |

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| **PROGRAMME CONTENT** | | |
| **Form of classes - lecture** | | **Number of hours** |
|  | Total hours |  |
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| **Form of classes - class** | | **Number of hours** |
| Cl 1 | Presentation of training objectives, distribution of tasks and discussion exercises + | 2 |
| Cl 2 | defining research problems for a given decision problems (1) | 2 |
| Cl 3 | defining research problems for a given decision problems (2) | 2 |
| Cl 4 | Create brriefu for marketing research agencies (1) | 2 |
| Cl 5 | Create brriefu for marketing research agencies (2) | 2 |
| Cl 6 | Defining the research population and sampling methods | 2 |
| Cl 7 | The selection of sample size | 2 |
| Cl 8 | The choice of method for measuring selected research problems | 2 |
| Cl 9 | Develop instructions for interviewers | 2 |
| Cl 10 | Analysis of qualitative data | 2 |
| Cl 11 | Interpretation of results (1) | 2 |
| Cl 12 | Interpretation of results (2) | 2 |
| Cl 13 | Writing a report for the results | 2 |
| Cl 14 | Multimedia presentations of research results | 2 |
| Cl 15 | Recapitulation | 2 |
|  | Total hours | 30 |

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| **Form of classes - laboratory** | | **Number of hours** |
| Lab 1 |  |  |
| Lab 2 |  |  |
| Lab 3 |  |  |
|  | Total hours |  |

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| **Form of classes - project** | | **Number of hours** |
| Proj 1 |  |  |
| Proj 2 |  |  |
| Proj 3 |  |  |
|  | Total hours |  |

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| **Form of classes - seminar** | | **Number of hours** |
| Sem 1 |  |  |
| Sem 2 |  |  |
| Sem 3 |  |  |
|  | Total hours |  |

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| **TEACHING TOOLS USED** |
| N1 Written in the form of papers studies - literature studies and case studies  N2. Oral presentations from the use of modern means of communication |

**EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT**

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| **Evaluation** (F – forming (during semester), P – concluding (at semester end) | Educational effect number | Way of evaluating educational effect achievement |
| F1 | PEK\_U01 | Assessment approach and proposed solutions |
| F2 | PEK\_U02 | An examination of the data and presentation of results |
| P | F1+F2 |  |
| C | | |

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| **PRIMARY AND SECONDARY LITERATURE** |
| **PRIMARY LITERATURE:**  [1] Churchill G. A., Badania marketingowe. Podstawy metodologiczne, PWN, Warszawa 2  [2] Kaczmarczyk S., Badania marketingowe. Metody i techniki, PWE, Warszawa 2003  [3] Kaczmarczyk S., Zastosowanie badań marketingowych , PWE, Warszawa 2007  [4] Rószkiewicz M. Metody ilościowe w badaniach marketingowych  **SECONDARY LITERATURE:**  [1] Hauge P., Badania marketingowe. Planowanie, metodologia i ocena wyników, Helion, Gliwice 2006 |
| **SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)** |
| **Andrzej Lipowicz, andrzej.lipowicz@pwr.wroc.pl** |

MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT

Practical aspects of marketing research

AND EDUCATIONAL EFFECTS FOR MAIN FIELD OF STUDY **Management**

AND SPECIALIZATION **Business management**

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| **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\_U01 (skills))** | K1\_ZARZ\_U01,K1\_ZARZ\_U04, K1\_ZARZ\_U05, K1\_ZARZ\_U07, K1\_ZARZ\_U14, | C1, C3 | Cl 2 - 9 | N1, N2 |
| **PEK\_U02 (skills)** | K1\_ZARZ\_U05, K1\_ZARZ\_U11, K1\_ZARZ\_U14, K1\_ZARZ\_U15, K1\_ZARZ\_U16 | C1 – C3 | Cl 10 -14 | N1, N2 |
| **PEK\_K01 (competences)** | K1\_ZARZ\_K05 | C2 | Cl 4 | N1-3 |

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

\*\*\* - from table above