Zał. nr 4 do ZW 64/2012

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| 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): Business management**  **Level and form of studies: 1st level, full-time**  **Kind of subject: obligatory**  **Subject code ZMZ1229W**  **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) | 60 |  |  |  |  |
| Form of crediting | crediting with grade |  |  |  |  |
| For group of courses mark (X) final course |  |  |  |  |  |
| Number of ECTS points | 2 |  |  |  |  |
| including number of ECTS points for practical (P) classes |  |  |  |  |  |
| 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 |

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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 |

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| **SUBJECT EDUCATIONAL EFFECTS**  relating to knowledge:  PEK\_W01 Knowledge of the types of marketing research  PEK\_W02 Knowledge of the methods of marketing research…  relating to skills:  PEK\_U01 The ability to design a common marketing research…  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** |
| Lec 1 | The role of marketing research in the management of economic organization. | 1212 |
| Lec 2 | Basic methods of market analysis. | 21212 |
| Lec 3 | Types of marketing research and its applications. | 1212 |
| Lec 4 | Design of marketing research - stages. | 1212 |
| Lec 5 | Methods of study design. | 1212 |
| Lec 6 | The choice of test - method. | 1212 |
| Lec 7 | Construction of the instrument. | 1212 |
| Lec 8 | Scales for the measurement of attitudes. | 1212 |
| Lec 9 | Methods for the construction of the questionnaire | 1212 |
| Lec 10 | Methods for the construction of the questionnaire (continued) | 1212 |
| Lec11 | Indirect measuring methods. | 1212 |
| Lec 12 | Methods of data reduction. | 1212 |
| Lec 13 | The methods of data analysis. | 1212 |
| Lec 14 | Methods of data presentation. | 1212 |
| Lec 15 | Test methods for specific areas of marketing | 1 |
| Lec 15 | Test | 1 |
|  | Total hours | 3030 |

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| **Form of classes - class** | | **Number of hours** |
| Cl 1 |  |  |
| Cl 2 |  |  |
| Cl 3 |  |  |
|  | Total hours |  |

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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. The lecture using presentation  N2. Questions from the audience, the discussion in the lecture  N3.Studia cases |

**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 |  |  |
| F2 |  |  |
| P | PEK\_W01-02 | test |
| 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

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\_W01 (knowledge)** | K1\_ZARZ\_W10  S1\_ZARZ\_ZP\_W03 | C1 | Lec 1-3, Wy15 | N1-3 |
| **PEK\_W02** | K1\_ZARZ\_W10  S1\_ZARZ\_ZP\_W03 | C1 | Lec 4-14 | N1-3 |
| **PEK\_U01 (skills)** | S1\_ZARZ\_ZP\_U03 | C1-2 | Lec 6, Lec 13 | N1-3 |
| **PEK\_K01 (competences)** | K1\_ZARZ\_K05 | C2 | Lec 4 | N1-3 |

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

\*\*\* - from table above