Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | **Content**  |
| Course title |  **Market Research** |
| Organizational unit: |  Faculty of Management, IBP |
| Organizational unit where the course is offered: |  Faculty of Management, IBP |
| Course ID |   |
| Erasmus code / ISCED | 04700 |
| Course groups |   |
| Period when the course is offered  |  Winter semester 2024/25 |
| Short description |  Role of marketing research data in the marketing decisions-making. Marketing research process. Problem definition, formulating objectives, gathering data. Quantitative, qualitative, and experimental research. Secondary, syndicate, and primary data. Constructing marketing Research tools. Analysis and interpretation of data. Reporting the results. |
| Type of course: |  workshop |
| Full description | The purpose of this course is to teach modern approach to marketing research. The teacher is a practician and has worked for many market research agencies. During a course students will learn different types of marketing research: methods and techniques. All important fields of research will be covered: brand, communication, innovation, CX (customer experience), exploration and U&A (usage and attitudes). Lots of practical task are planned during a course and also the assessment is designed is such way – students will have to plan, conduct and report a marketing research. |
| Prerequisites | Formal  | Principles of Marketing, Economics, Psychology, Sociology, Basic of Statistics |
| Initial  |   |
| Learning outcomes | Student after completing the course:In terms of knowledge:• Knows and understands terminology and basic theoretical models in the field of marketing research (K\_W01)• Knows and understands at an advanced level the principles, procedures and practices of conducting marketing research (K\_W02).• Knows and understands technological, social, political, legal, economic and ecological processes and phenomena and their impact on the interpretation of marketing research results (K\_W05)• Knows and understands the basic principles of creating and developing various forms of marketing research (K\_W06)In terms of skills:• Is able to use knowledge in the field of marketing research to recognize, diagnose and solve problems related to the functioning of the organization on the market (K¬\_U01)• Is able to correctly interpret technological, social, political, legal, economic and ecological processes and phenomena and their impact on the interpretation of marketing research results (K\_U02)• Is able to independently and collectively prepare analyses, diagnoses and reports from conducted marketing research and present them communicatively, using IT and communication tools (K\_U03)• Is able to plan and organize own and team work as part of marketing research (K\_U05)• Has the ability to self-educate and improve acquired qualifications in the field of marketing research (K\_U06)In terms of attitudes:• Is ready to assess and critically approach situations and phenomena related to conducting marketing research (K\_K01)• Is ready to think and act in an entrepreneurial way in the field of marketing research (K\_K02)• Is ready to comply with ethical standards related to conducting marketing research (K\_K03) |
| ECTS credit allocation (and other scores) |  3 |
| Assessment methods and assessment criteria | Mixed methods research project (qual+quant research – setup, fieldwork and reporting) – 70% Brand research analysis – 30%All the details will be provided during the first meeting. |
| Examination  | project  |
| Type of class | workshop  |
| Sposób realizacji przedmiotu  | offline |
| Language  | English |
| Bibliography | Belk, R., Fisher, E. & Kozinets, R.V. (2012). Qualitative Consumer and Marketing Research. Sage Publishing.Burns, A.C., Veeck, A. F. & Bush, R.F. (2017). Marketing Research 8th edition. Pearson.Maison, D. (2018). Qualitative Marketing Research. Understanding Consumer Behaviour. Routledge. |
| Internship as part of the course  |   |
| Coordinators |  |
| Group instructors | dr Michał Ścibor-Rylski |
| Notes  |   |

**B. Detailed data**

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| **Name of the field** | **Content**  |
| Group instructors: | Michał Ścibor-Rylski |
| Title  | **dr** |
| Type of class: |  workshop |
| Learning outcomes defined for didactic method used during the course |  Student after completing the course:In terms of knowledge:• Knows and understands terminology and basic theoretical models in the field of marketing research (K\_W01)• Knows and understands at an advanced level the principles, procedures and practices of conducting marketing research (K\_W02).• Knows and understands technological, social, political, legal, economic and ecological processes and phenomena and their impact on the interpretation of marketing research results (K\_W05)• Knows and understands the basic principles of creating and developing various forms of marketing research (K\_W06)In terms of skills:• Is able to use knowledge in the field of marketing research to recognize, diagnose and solve problems related to the functioning of the organization on the market (K¬\_U01)• Is able to correctly interpret technological, social, political, legal, economic and ecological processes and phenomena and their impact on the interpretation of marketing research results (K\_U02)• Is able to independently and collectively prepare analyses, diagnoses and reports from conducted marketing research and present them communicatively, using IT and communication tools (K\_U03)• Is able to plan and organize own and team work as part of marketing research (K\_U05)• Has the ability to self-educate and improve acquired qualifications in the field of marketing research (K\_U06)In terms of attitudes:• Is ready to assess and critically approach situations and phenomena related to conducting marketing research (K\_K01)• Is ready to think and act in an entrepreneurial way in the field of marketing research (K\_K02)• Is ready to comply with ethical standards related to conducting marketing research (K\_K03) |
| Assessment methods and assessment criteria for didactic method used during the course |  Mixed methods research project (qual+quant research – setup, fieldwork and reporting) – 70% Brand research analysis – 30%All the details will be provided during the first meeting. |
| Examination for didactic method used during the course |  project |
| Range of content | 1. Marketing research – idea and essence
2. Consumer behaviour
3. Market research methods review with the practical examples:
	1. Qualitative research
	2. Quantitative research
	3. Secondary data research
	4. Syndicate research
	5. Experimental research
	6. New directions in marketing research – neuro, eyetracking, gamification
4. A review of the market research fields: brand, communication, innovation, U&A (usage and attitude), CX (customer experience), UX (user experience)
5. Know-how in cooperation with marketing research agencies: learning how to write a research brief and a relevant research offer.
6. Practical tasks: brand’s archetype analysis, writing positioning concepts, designing a quantitative questionnaire and qualitative discussion guide.

Acquiring and analysis of research data |
| Didactic methods |  Mix of lecture, case-studies and in-class group tasks + home assignments |
| Bibliography |  Belk, R., Fisher, E. & Kozinets, R.V. (2012). Qualitative Consumer and Marketing Research. Sage Publishing.Burns, A.C., Veeck, A. F. & Bush, R.F. (2017). Marketing Research 8th edition. Pearson.Maison, D. (2018). Qualitative Marketing Research. Understanding Consumer Behaviour. Routledge. |
| Group limit  |   |
| Time span |   |
| Location |   |