

Course code:

Plan position:

A. INFORMATION ABOUT THE COURSE

B. Basic information

Name of course	Application of Marketing Research
Field of studies	Management
Level of studies	first degree
Profile of studies	general academic studies
Form of studies	full-time studies
Specialty	
Unit responsible for the field of studies	Faculty of Management
Name and academic degree of teacher(s)	Maciej Schulz, PhD.
Introductory courses	no requirements
Introductory requirements	Basic knowledge of marketing

C. Semester/week schedule of classes

Semester	Lectures (W)	Auditorium classes (Ć)	Laboratory classes (L)	Project classes (P)	Seminar (S)	Field classes (T)	Number of ECTS points
fall, spring	15				15		6

2. LEARNING OUTCOME

No.	Learning outcomes description	The reference to the learning outcomes of specific field of study	The reference to the learning outcomes for the area
KNOWLEDGE			
W1	<i>On successful completion of the course student is supposed to know the nature and specifics methods of testing different aspects of marketing management. It is also necessary to know the rules and methods of marketing research procedures.</i>	K_W30	P6S_WG
SKILLS			
U1	<i>On successful completion of the course student is supposed to have the ability to assess reliability of the methodology used in marketing research on various aspects of marketing management.</i>	K_U31	P6S_UW
SOCIAL COMPETENCES			
K1	<i>On successful completion of the course student is supposed to be creative in searching the best solution in marketing research methodology.</i>	K_K12	P6S_KK

3. TEACHING METHODS

A. Traditional methods used ***

<i>Multimedia lecture</i>

B. Distance learning methods used ***

<p>Synchronous method (classes conducted in a way that ensures direct interaction between the student and the teacher in real time, enabling immediate flow of information, the method can be used only if it is provided for in the study plan for a given cycle of education): e.g. remote lecture in the form of videoconference, remote discussion, etc.</p>
<p>Asynchronous method used as an auxiliary (a method that does not ensure direct interaction between the student and the teacher in real time, used only as an auxiliary / complementary method): e.g. online educational videos, online multimedia presentations, etc.</p>

4. METHODS OF EXAMINATION

<i>Exam</i>

5. SCOPE

Lectures	Functions and benefits of marketing research. The most popular applications of marketing research. New product design and market validation research, assessing existing product strength and line extension potential. Testing new product concepts, pricing, brand concepts, brand names, and positioning strategy concepts. Customer satisfaction research. Positioning research. Market segmentation research. Brand equity research. Sales analysis.
Laboratories	

6. METHODS OF VERIFICATION OF LEARNING OUTCOMES

LEARNING OUTCOME	Form of assessment					
	Oral examination	Written exam	Colloquium	Project	Presentation
W1		x		x		
U1		x		x		
K1		x		x		

7. LITERATURE

Basic literature	<ol style="list-style-type: none"> 1. R. Kent, <i>Marketing research. Approaches, Methods and Applications in Europe, 2006;</i> 2. N. Malhotra, S. Dash, <i>Marketing research. An Applied Orientation, Pearson.</i>
Supplementary literature	<ol style="list-style-type: none"> 1. <i>Journal of Marketing Research,</i> 2. <i>International Journal of Marketing Research.</i>

8. TOTAL STUDENT WORKLOAD REQUIRED TO ACHIEVE EXPECTED LEARNING OUTCOMES EXPRESSED IN TIME AND ECTS CREDITS

Student's activity		Student workload– number of hours
Classes conducted under a direct supervision of an academic teacher or other persons responsible for classes	Participation in classes indicated in point 1B	30
	Supervision hours	15

Student's own work	Preparation for classes	30
	Reading assignments	40
	Other (preparation for exams, tests, carrying out a project etc)	35
Total student workload		150
Number of ECTS points		6