



Field of study:

Management

Subject: Introduction to Market Research

Level of study: undergraduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Introduction to Market Research

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
exercises	30		credit with mark
lectures	30		exam
Total	60	8	

Aims of teaching

To equip students with knowledge and skills how to conduct market research project and select third parties for research projects

Intended learning outcomes

KNOWLEDGE		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	Understands the basic concepts, tools and methods related to market research	Zarz_WG01_Lic Zarz_WG02_Lic Zarz_WG06_Lic Zarz_WG07_Lic Zarz_WG08_Lic Zarz_WG11_Lic Zarz_WG13_Lic Zarz_WK01_Lic Zarz_WK05_Lic
SKILLS		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	Is able to apply market research tools, identify the most appropriate tools and evaluate the quality of research outcomes	Zarz_UW01_Lic Zarz_UW02_Lic Zarz_UW03_Lic Zarz_UW06_Lic Zarz_UW07_Lic Zarz_UW09_Lic Zarz_UW10_Lic Zarz_UO01_Lic
SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	Is capable of identifying false information and avoid unethical behavior in handling information from market research	Zarz_KK02_Lic Zarz_KK03_Lic Zarz_KO01_Lic Zarz_KO02_Lic Zarz_KO03_Lic Zarz_KO04_Lic Zarz_KO05_Lic Zarz_KR02_Lic Zarz_KR03_Lic

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	Basic concepts	exercises lectures	5 / 10 5 / 10
2	Secondary Market Research	exercises lectures	3 / 8 5 / 8
3	Qualitative Methods in Market Research	exercises lectures	2 / 6 4 / 6
4	Asking Research Questions	exercises lectures	5 / 10 5 / 10
5	The Ethics of Research	exercises lectures	2 / 4 2 / 4
6	Entography	exercises lectures	3 / 6 3 / 6
7	Historical-Comparative Research	exercises lectures	0 / 1 1 / 1
8	Social Autopsies: Adverse Events and What They Tell Us About Society	exercises lectures	0 / 1 1 / 1
9	Misinformation and Fake News	exercises lectures	5 / 6 1 / 6
10	A Review of Market Research Tools	exercises lectures	5 / 8 3 / 8

Conditions of completion

EXERCISES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Presence in classes	100

LECTURES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	100

Teaching methods

- case studies
- discussion in the class
- groups discussion
- exercises
- lectures with discussions
- groups discussion

Reading (compulsory)

- Greg Scott, Roberta Garner. DOING QUALITATIVE RESEARCH: DESIGNS, METHODS, AND TECHNIQUES 2013
- Editors: Mario van Hamersveld Cees de Bont. Market Research Handbook 2012

Reading (additional)

- Lack of literature

Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
KNOWLEDGE			
P_W1	Zarz_WG01_Lic Zarz_WG02_Lic Zarz_WG06_Lic Zarz_WG07_Lic Zarz_WG08_Lic Zarz_WG11_Lic Zarz_WG13_Lic Zarz_WK01_Lic Zarz_WK05_Lic	1 2 3 5 6 7 8 9 10	Ability to work in the team and hold discussion
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SKILLS			
P_U1	Zarz_UW01_Lic Zarz_UW02_Lic Zarz_UW03_Lic Zarz_UW06_Lic Zarz_UW07_Lic Zarz_UW09_Lic Zarz_UW10_Lic Zarz_UO01_Lic	1 2 3 4 5 6 7 8 9 10	Class work
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SOCIAL COMPETENCES			
P_K1	Zarz_KK02_Lic Zarz_KK03_Lic Zarz_KO01_Lic Zarz_KO02_Lic Zarz_KO03_Lic Zarz_KO04_Lic Zarz_KO05_Lic Zarz_KR02_Lic Zarz_KR03_Lic	1 2 3 4 6 7 8 9 10	Ability to work in the team and hold discussion