



**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<br>Zarz_WG02_Lic<br>Zarz_WG06_Lic<br>Zarz_WG07_Lic<br>Zarz_WG08_Lic<br>Zarz_WG11_Lic<br>Zarz_WG13_Lic<br>Zarz_WK01_Lic<br>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<br>Zarz_UW02_Lic<br>Zarz_UW03_Lic<br>Zarz_UW06_Lic<br>Zarz_UW07_Lic<br>Zarz_UW09_Lic<br>Zarz_UW10_Lic<br>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<br>Zarz_KK03_Lic<br>Zarz_KO01_Lic<br>Zarz_KO02_Lic<br>Zarz_KO03_Lic<br>Zarz_KO04_Lic<br>Zarz_KO05_Lic<br>Zarz_KR02_Lic<br>Zarz_KR03_Lic |

## Course content

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

## Conditions of completion

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### 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

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

## Reading (compulsory)

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- 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)

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- 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 |
|---------------------------|---|--|--|
| <b>KNOWLEDGE</b>          |   |  |  |
| P_W1                      | Zarz_WG01_Lic<br>Zarz_WG02_Lic<br>Zarz_WG06_Lic<br>Zarz_WG07_Lic<br>Zarz_WG08_Lic<br>Zarz_WG11_Lic<br>Zarz_WG13_Lic<br>Zarz_WK01_Lic<br>Zarz_WK05_Lic | 1<br>2<br>3<br>5<br>6<br>7<br>8<br>9<br>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 |
| <b>SKILLS</b>             |   |  |  |
| P_U1                      | Zarz_UW01_Lic<br>Zarz_UW02_Lic<br>Zarz_UW03_Lic<br>Zarz_UW06_Lic<br>Zarz_UW07_Lic<br>Zarz_UW09_Lic<br>Zarz_UW10_Lic<br>Zarz_UO01_Lic                  | 1<br>2<br>3<br>4<br>5<br>6<br>7<br>8<br>9<br>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 |
| <b>SOCIAL COMPETENCES</b> |   |  |  |
| P_K1                      | Zarz_KK02_Lic<br>Zarz_KK03_Lic<br>Zarz_KO01_Lic<br>Zarz_KO02_Lic<br>Zarz_KO03_Lic<br>Zarz_KO04_Lic<br>Zarz_KO05_Lic<br>Zarz_KR02_Lic<br>Zarz_KR03_Lic | 1<br>2<br>3<br>4<br>6<br>7<br>8<br>9<br>10         | Ability to work in the team and hold discussion          |