

<b>Title:</b>	<b>Marketing research</b>
<b>Lecture hours:</b>	30
<b>Study period: (summer/winter)</b>	Summer or winter
<b>Number of credits:</b>	6
<b>Assessment methods:</b>	Written exam and presentation on marketing research project created by student
<b>Language of instruction:</b>	English
<b>Prerequisites:</b>	Communicative knowledge of English
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• The essence, importance and development of marketing research</li> <li>• Research issues that occur most frequently in marketing research</li> <li>• Purpose of research, research questions, hypotheses</li> <li>• Stages of the research process</li> <li>• Methods and techniques of social research</li> <li>• Research on consumer behaviour</li> <li>• Research on brand perception</li> <li>• Marketing communication research</li> <li>• Questionnaire construction</li> <li>• Methods of selecting a research sample</li> <li>• Elements of a research report</li> <li>• Analysis of marketing research reports</li> </ul>
<b>Learning outcomes:</b>	<p>After completing the course the student will:</p> <ul style="list-style-type: none"> <li>• understand the principles of constructing research projects</li> <li>• know and understand the basic stages of the research process</li> <li>• know the methods, techniques and tools specific to marketing research</li> <li>• be able to select research methods adequate to the research problem in the field of marketing research</li> <li>• independently plan marketing research projects</li> </ul>
<b>Name of lecturer:</b>	Magdalena Szczepańska (Department of Law and Economy)
<b>Contact (email address):</b>	magdasz@ukw.edu.pl
<b>Literature:</b>	<p>Consumer behaviour: implications for marketing; Bachnik K., Warszawa: Warsaw School of Economics, 2016</p> <p>Elements of marketing research; Piotr Zaborek; Warszawa: Warsaw School of Economics, 2015.</p> <p>Handbook of qualitative research, ed. Norman K. Denzin, Yvonna S. Lincoln, Thousands Oaks: Sage Publ., 1994.</p> <p>Surveys in social research, D. A. de Vaus; London: UCL Press, 1998.</p>