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 |
| Short description | | Role of marketing research data in the marketing-mix 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 | | Skills in preparing and conducting simple marketing research project, ability of practical applications of different marketing research techniques (e.g. surveys, observation, focus group interviews). Know-how in cooperation with marketing research agencies. |
| ECTS credit allocation (and other scores) | | 4 |
| 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: | dr Michał Ścibor-Rylski |
| Title | **Market Research** |
| Type of class: | workshop |
| Learning outcomes defined for didactic method used during the course | Skills in preparing and conducting simple marketing research project, ability of practical applications of different marketing research techniques (e.g. surveys, observation, focus group interviews). Know-how in cooperation with marketing research agencies. |
| 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 | Introduction to Marketing Research The Role of Marketing Research  Conducting Marketing Research or Buying Market Research Data  The Human Side of Marketing Research: Organizational and Ethical Issues  Polish and international market research companies Consumer’s psychology Decision making and cognitive biases  Role of cognitive processes and emotions  Needs and motivation  Use of trends in marketing research The Marketing Research Process Different stages of the research process  Brief for the research agency  Research offer  Research output  Activation workshops Qualitative Research Reasons for doing qualitative research  Recruitment for qual  Qualitative research methods  Projective techniques Qualitative Research examples Exploration  Brand research (positioning, image, archetypes)  Advertisment research Ethnography in marketing research Role of ethnography  Fields of use  Techniques  Examples Online qual research Online research techniques  Supporting platforms (Miro, Mural, Mentimeter)  Online communities Quantitative research Sampling Designs and Sampling Procedures  Types of Sampling  Planning the Questionnaire  Questionnaire Design  Questioning and Types of Questions  Research examples  Statistical methods in quant Segmentation research Role of the segmentation in building and managing brands  Types of segmentation research and examples Syndicate and desk research research Primary and secondary research data  Examples and methodology of desk research  Examples of big syndicate research Beyond consumers’ declarationsNeuromarketing researchExperimental researchOther non-direct research methodsGamification in the marketing researchRole and functions of gamificationExamples of gamified research tools Current research results on the role of gamification |
| 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 |  |