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 ResearchThe Role of Marketing ResearchConducting Marketing Research or Buying Market Research DataThe Human Side of Marketing Research: Organizational and Ethical IssuesPolish and international market research companiesConsumer’s psychologyDecision making and cognitive biasesRole of cognitive processes and emotionsNeeds and motivationUse of trends in marketing researchThe Marketing Research ProcessDifferent stages of the research processBrief for the research agencyResearch offerResearch outputActivation workshopsQualitative Research Reasons for doing qualitative researchRecruitment for qualQualitative research methodsProjective techniquesQualitative Research examplesExplorationBrand research (positioning, image, archetypes)Advertisment researchEthnography in marketing researchRole of ethnographyFields of useTechniquesExamplesOnline qual researchOnline research techniquesSupporting platforms (Miro, Mural, Mentimeter)Online communitiesQuantitative researchSampling Designs and Sampling ProceduresTypes of SamplingPlanning the QuestionnaireQuestionnaire DesignQuestioning and Types of QuestionsResearch examplesStatistical methods in quantSegmentation researchRole of the segmentation in building and managing brandsTypes of segmentation research and examplesSyndicate and desk research researchPrimary and secondary research dataExamples and methodology of desk researchExamples of big syndicate researchBeyond consumers’ declarationsNeuromarketing researchExperimental researchOther non-direct research methodsGamification in the marketing researchRole and functions of gamificationExamples of gamified research toolsCurrent 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 |   |