

COURSE DESCRIPTION CARD

Bialystok University of Technology Faculty of Engineering Management									
Field of study	Management							Degree level and programme type	first degree/ second degree
Specialisation/ diploma path	-							Study profile	-
Course name	Marketing research							Course code	IS-FM-00074W
								Course type	elective
Forms and number of hours of educational activities	L	C	LC	P	SW	FW	S	Semester	winter
		30						No. of ECTS credits	5
Entry requirements									
Course objectives	<p>Presentation of directions of development of modern marketing research related to realization of innovative needs of modern companies. Presentation of modern marketing research techniques and methods, which are important in the process of satisfying informational needs of enterprises in a dynamic and turbulent environment. The course explores successful theoretical knowledge on innovative marketing research. It allows to have knowledge of the bases of nowadays marketing management concentrated on the satisfaction of customers wants and needs. It is describes data collection and its analysis. The aim of the course is also activating students for independent analysis of cases skills: allow to design and carry out market research studies and develop and carry out the analysis, questionnaires, planning marketing activity. Students can work in a team, take on different roles team.</p>								
Course content	<p>1. Definitions of marketing. 2. Definitions of marketing research. 2. The role of marketing research in management. 3. The process of marketing research. 4. Planning marketing research. 5. Methods and techniques of data collection from original sources. 6. The structure of research tools. 7. Rules of developing marketing research report. 8. The process of designing questionnaire. 9. Data collection. 10. Preparing research report. 11. Result presentation.</p>								
Teaching methods	preparing a project in small groups, discussion.								
Assessment method	assessment of final project prepared in groups								

Symbol of learning outcome	Learning outcomes	Reference to the learning outcomes for the field of study	
	Knowledge: the graduate knows and understands	-	
LO1	the essential aspects of marketing research	-	
LO2	the process of marketing research	-	
	Skills: the graduate is able to	-	
LO3	implement knowledge of marketing research in business practice	-	
LO4	construct a questionnaire, analyse data and prepare research report	-	
	Social competence: the graduate is ready to	-	
LO5	to work in a team	-	
Symbol of learning outcome	Methods of assessing the learning outcomes	Type of tuition during which the outcome is assessed	
LO1	project and presentation, discussion	C	
LO2	project and presentation, discussion	C	
LO3	project and presentation, discussion	C	
LO4	project and presentation, discussion	C	
LO5	evaluating the student's projects and performance in classes, discussion	C	
Student workload (in hours)		No. of hours	
Calculation	classes attendance	30	
	preparation for classes	30	
	working on projects	30	
	data collection for the project	30	
	participation in student-teacher sessions related to the classes	5	
	TOTAL:	125	
Quantitative indicators		HOURS	No. of ECTS credits
Student workload – activities that require direct teacher participation		35	1,4
Student workload – practical activities		125	5
Basic references	1. Nunan D., Birks D. F., Malhotra N. K, Marketing research : applied insight Harlow : Pearson Education, 2020. 2. Bryman A., Bell E., Business research methods, second edition, Oxford University Press, New York 2007 3. Bradley N, Marketing Research. Tools & Techniques, Oxford University Press, New York 2013		
Supplementary references	1.Zaborek P., Elements of marketing research, Warszawa : Warsaw School of Economics, 2015. 2.Kotler Ph., A framework for marketing management, PEL, UK, 2015		

Organisational unit conducting the course	Department of Marketing and Tourism	Date of issuing the programme
Author of the programme	Assoc. Prof. Ewa Glińska, DSc, PhD	27th February 2022

L – lecture, C – classes, LC – laboratory classes, P – project, SW – specialization workshop, FW - field work, S – seminar