

Nazwa pola		Treść
Nazwa przedmiotu		Marketing Research
Jednostka prowadząca		Wydział Filozofii i Socjologii, Instytut Socjologii
Jednostka, dla której przedmiot jest oferowany		Instytut Socjologii
Kod ERASMUS		14200 – Socjologia
Przyporządkowanie do grupy przedmiotów		
Cykl dydaktyczny, w którym przedmiot jest realizowany		QUALITATIVE METHODOLOGY IN SOCIAL RESEARCH
Skrócony opis przedmiotu		Marketing researches make a specific use of the general methodology of social sciences, to gather and interpret useful information, enabling successful business operations. Compared to the practice that prevails in the domain of social research, market research has developed a lot of advanced tools and measurement techniques unknown to the sociology students. To fully understand the techniques applied there, and the assumptions underlying them, it is necessary to gain knowledge about needs, goals, problems and strategy orienting market activities of branded goods producers. The goal of the workshops is to introduce students into the main marketing concepts and theories, key types of market research that accompany developing and monitoring brands' strengths, and principles of conducting marketing research.
Forma (y)/typ(y) zajęć		Workshops
Pełny opis przedmiotu		Marketing researches make a specific use of the general methodology of social sciences, to gather and interpret useful information, enabling successful business operations. Compared to the practice that prevails in the domain of social research, market research has developed a lot of advanced tools and measurement techniques unknown to the sociology students. To fully understand the techniques applied there, and the assumptions underlying them, it is necessary to gain knowledge about needs, goals, problems and strategy orienting market activities of branded goods producers. The goal of the workshops is to introduce students into the main marketing concepts and theories, key types of market research that accompany developing and monitoring brands' strengths, and principles of conducting marketing research. During workshops students will be divided into research groups that will carry individual research marketing projects, based also on interpretation of the secondary data; they will prepare report and multimedia presentation.
Wymagania	Wymagania formalne	Basic knowledge on sociology

wstępne	Założenia wstępne	
Efekty uczenia się		<p>Student:</p> <p>a) Knowledge:  KW12: student has deepened knowledge of chosen methods and techniques of social research  KW13: student is aware of critical and reflexive approach to the results of social research, analyses and research procedures  KW14: student knows how to plan and realize complex qualitative research</p> <p>b) Skills  U09: student can choose and use adequate methods and research techniques in order to analyze specific social problem  U10: student can plan and realize social research with the use of advanced qualitative method and research techniques.</p> <p>c) Competence  K01: student can initiate, plan, organize and manage the work of research team  K03: student can initiate and participate in social projects  K08: student can take up autonomous activity in the public interest or in his own interest</p>
Punkty ECTS		3
Metody i kryteria oceniania		Permanent evaluation of student activity Evaluation of the research group work
Sposób zaliczenia		Credit
Rodzaj przedmiotu		a) obowiązkowy b) studia II st. c) stacjonarne
Sposób realizacji przedmiotu		Traditionally, in the classroom
Język wykładowy		English
Literatura		<ul style="list-style-type: none"> <li>• Aaker, D and Joachimsthaler, E (2000) Brand leadership, The Free Press</li> <li>• Assael, H. (1992) Consumer Behaviour and Marketing Action, 4th Edition, USA: PWS-Kent</li> <li>• Hoyer, W.D. and MacInnis, D.J. (2001) Consumer Behaviour, 2nd Edition, USA: Houghton Mifflin Company</li> <li>• Baker, M. (2000) Marketing Management</li> </ul>

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- Booms, B.H. and Bitner, M.J. (1981), Marketing strategies and organisation structures for service firms, in Marketing of Services, J. Donnelly and W.R. George (eds), American Marketing Association
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- Chisnall, P.M. (1997) Marketing Research, Fifth Edition, London: McGraw-Hill
- Davies, M. (1998) Understanding Marketing, 1st edition. Prentice Hall
- Ellwood, I. (2002) The Essential Brand book, Kogan Page Limited
- Fill, C (2002) Marketing Communications, Contexts, strategies and applications, Prentice Hall
- Gabriel, Y & Lang, T, (1995), The Unmanageable Consumer, Sage, London
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- Kapferer, J. (1997) Strategic Brand Management, Kogan Page
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- Kotler, P, Armstrong, G, Saunders, J and Wong, V, (2001), Principles of Marketing: Third European Edition, Prentice Hall, Harlow
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	<ul style="list-style-type: none"> <li>• Lauterborn, R.(1990), New marketing litany:4Ps passe; 4Cs take over, Advertising Age, Oct. 1:26</li> <li>• Linneman, R.E. and Stanton, J.L. (1991) Making Niche Marketing Work, New York: McGraw Hill</li> <li>• Loudon, D.L. and Della Bitta, A.J. (1993) Consumer Behaviour, 4th Edition, USA: McGraw Hill</li> <li>• Lovelock (2001) Services Marketing, people, technology, strategy, Prentice Hall.</li> <li>• Lovelock, C (1994) Product plus: How product + service = competitive advantage, McGraww Hill</li> <li>• Lury, G.(1998) Brand Watching; lifting the lid on the phenomena of branding, Blackhall.</li> <li>• McCarthy, J. (1975), Basic Marketing: a managerial approach, Homewood, IL</li> <li>• McDonald, M. (2001) Marketing Plans. How to prepare them, how to use the. 4th edition, Butterworth Heinenamm</li> <li>• McMartin, J. (1995) Personality Psychology: A student Centered Approach, UK: Sage Publications</li> <li>• Moschis, G.P. (1990) Consumer Socialisation, USA: Lexington Books Heath</li> <li>• Peter, J.P. and Olson, J.J. (1996) Consumer Behaviour and Marketing Strategy, USA: Irwin</li> <li>• Proctor, T. (2000) Essentials of Marketing research, UK: Financial Times-Prentice Hall</li> <li>• Randall, G. (2001) Principles of Marketing, 2nd edition, Thomson Learning.</li> <li>• Van Auken, B. (2002) The Brand Management Checklist, Kogan Page</li> <li>• Weilbacher, W. (1993) Brand Marketing: Building winning brand strategies that deliver value and customer satisfaction, NTC business books, chapter1 and 2</li> <li>• Ziethmal, &amp; Bitner, (2003) Services Marketing: integrating customer focus across the firm, McGraw Hill, chapters 1,3 and 6</li> </ul>
Praktyki zawodowe w ramach przedmiotu	nie dotyczy
Imię i nazwisko koordynatora przedmiotu	<b>Prof. Anna Giza-Poleszczuk</b>
Prowadzący zajęcia	Prof. Anna Giza-Poleszczuk
Uwagi	

**B. Informacje szczegółowe**

Imię i nazwisko wykładowcy (prowadzącego zajęcia/grupę zajęciową)	Prof. Anna Giza-Poleszczuk
Stopień/tytuł naukowy	
Forma dydaktyczna zajęć	Research workshop
Efekty uczenia się zdefiniowane dla danej formy dydaktycznej zajęć w ramach przedmiotu	Jw.
Metody i kryteria oceniania dla danej formy dydaktycznej zajęć w ramach przedmiotu	Jw.
Sposób zaliczenia dla danej formy dydaktycznej zajęć w ramach przedmiotu	Jw.
Zakres tematów	<ol style="list-style-type: none"><li>1. Social history of marketing</li><li>2. Essence of marketing</li><li>3. Methodologies of Brand positioning</li><li>4. Consumer research</li><li>5. Qualitative research in marketing</li><li>6. Quantitative research in marketing</li><li>7. Consumer segmentation</li><li>8. Mapping of the market by qualitative and quantitative methods</li><li>9. Product and product test</li><li>10. Creating communication: ad brief</li><li>11. Market monitoring: trade panel, house panel, telemetrics, brand tracking, advert tracking</li><li>12. Research problems and challenges</li></ol>
Metody dydaktyczne	Evaluation of teamwork
Literatura	Jw.
Limit miejsc w grupie	
Terminy odbywania zajęć	
Miejsce odbywania zajęć	