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| FACULTY: | Koszalin University of Technology  Faculty of Economic Sciences |
| FIELD OF STUDY: | **Economics**  **Management**  **Tourism and Recreation**  **Finances and Accounting**  **Logistics** |
| ERASMUS COORDINATOR OF THE FACULTY: | Małgorzata Czerwińska-Jaśkiewicz |
| E-MAIL ADDRESS OF THE COORDINATOR: | malgorzata.czerwinska@tu.koszalin.pl |
| COURSE TITLE: | **Marketing and Market Research Methods** |
| LECTURER’S NAME: | **Małgorzata Czerwińska-Jaśkiewicz** |
| E-MAIL ADDRESS OF THE LECTURER: | [malgorzata.czerwinska@tu.koszalin.pl](mailto:malgorzata.czerwinska@tu.koszalin.pl) |
| ECTS POINTS FOR THE COURSE: | 4 |
| COURSE CODE (USOS): | [0611>0500-MiMBR] |
| ACADEMIC YEAR: | 2024/2025 |
| SEMESTER:  (W – winter, S – summer) | S |
| HOURS IN SEMESTER: | Lectures: 30 hours  Workshops: 15 hours |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st cycle |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | Lecture, workshops |
| LANGUAGE OF INSTRUCTION: | English full time scheme for classes with 5 and more international Erasmus+ students enrolled/accepted;  English 50% individually with the teacher + Polish 50% with Polish students or individual project work- scheme for classes with less than 5 international Erasmus+ students enrolled/ accepted |
| ASSESSMENT METHOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | Class test, presentation, written exam,  Didactic methods:  - activating activities  - solving tasks/problems  - thematic quiz  - thematic games with problematic issues  - group discussion  - own observation  - own literature studies |
| COURSE CONTENT: | Marketing and market research - essence and use.  Scope and principles of conducting market research for marketing purposes. SIM organization.  The importance of marketing - mix in business activities.  Current trends in marketing. SWOT analysis in marketing - practical use.  Market research plan – structure and principles of creation. Sources and methods of collecting information in market research.  Measurement and scaling in marketing. Construction of a measurement instrument in market research.  Modern marketing - manipulation or persuasion? (debate) |
| ADDITIONAL INFORMATION: | **Didactic methods:**  Lectures using audiovisual means, case studies, individual tasks (for students), analysis of empirical material, group tasks, individual exercises connected with construction the project, practical tasks with projects, presentations.  **Sources of information:**  Principles of Marketing. Global Edition, Philip Kotler, Gary Armstrong, Pearson, 2023,  Ph. Kotler, Marketing 6.0: The Future Is Immersive, 2023,  Marketing Research. An Applied Orientation. Global Edition  Naresh K. Malhotra, Pearson,  Gilbert A. Churchill, Badania marketingowe, Wydawnictwo Naukowe PWN, 2002,  Gregor B., Kalińska-Kula M., Badania marketingowe na użytek decyzji menedżerskich, Wyd. U. łódzkiego, 2014,  Rószkiewicz M., Perek-Białas J., Węziak-Białowolska D., Zięba-Pietrzak A., Projektowanie badań społeczno-ekonomicznych.  Rekomendacje i praktyka badawcza, Wydawnictwo Naukowe PWN, 2013. |

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