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| FACULTY: | Koszalin University of Technology  Faculty of Economic Sciences |
| FIELD OF STUDY: | **TOURISM AND RECREATION** |
| ERASMUS COORDINATOR OF THE FACULTY: | Małgorzata Czerwińska-Jaśkiewicz, Phd |
| E-MAIL ADDRESS OF THE COORDINATOR: | malgorzata.czerwinska@tu.koszalin.pl |
| COURSE TITLE: | **Marketing Research** |
| LECTURER’S NAME: | Dariusz Oczachowski, Phd  Małgorzata Czerwińska-Jaśkiewicz, Phd |
| E-MAIL ADDRESS OF THE LECTURER: | [d.oczachowski@wp.pl](mailto:d.oczachowski@wp.pl), dariusz.oczachowski@tu.koszalin.pl  malgorzata.czerwinska@tu.koszalin.pl |
| ECTS POINTS FOR THE COURSE: | 4 |
| ACADEMIC YEAR: | 2023/2024 |
| SEMESTER: (W – winter, S – summer) | W or S |
| HOURS IN SEMESTER: | Lectures: 15 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, Polish, (separate group with English depends from number of the incoming students) |
| ASSESSMENT METOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | **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. |
| COURSE CONTENT: | 1. Social and commercial value of marketing research 2. Marketing research procedure 3. Formulation of research problems, working hypotheses and their conversion into a decision problem 4. Selection of methods and techniques applied in a research 5. Construction process of measurement instruments 6. Selection of a sample and budget formulation 7. Methods of reduction, selection, verification and analysis of gathered date 8. Preparation of reports and practical application of surveys in formulation marketing strategies   Main goals:   1. Increasing the knowledge connected with creation of research projects 2. Giving ability in range of planning and organizing of research projects 3. Discussion about methods and techniques applied in marketing research 4. Giving practical ability of constructing the optimal instrument using in marketing research   Educate about the structure of report |
| ADDITIONAL INFORMATION: | Didactic methods:  Case studies, individual tasks (for students), analysis of empirical material |

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