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Course item:

1. INFORMATION ABOUT THE COURSE**A. Basic information**

Name of course	<i>Application of Marketing Research</i>
Study level	<i>first degree</i>
Unit running the study programme	<i>Faculty of Management</i>
Study programme	<i>Management</i>
Speciality	
Name of teacher (s) and his academic degree	<i>Maciej Schulz, PhD.</i>
Introductory courses	<i>Marketing, Marketing research</i>
Prerequisites	<i>Basic knowledge of marketing</i>

B. Semester/week schedule of classes

Semester	Lectures	Classes	Laboratories	Project	Seminars	Field exercises	ECTS
fall, spring	15				15		6

2. EFFECTS OF EDUCATION (acc. to National Qualifications Framework)

Knowledge	<i>On successful completion of the course student is supposed to know the nature and specifics methods of testing different aspects of marketing management. It is also necessary to know the rules and methods of marketing research procedures.</i>
Skills	<i>On successful completion of the course student is supposed to have the ability to assess reliability of the methodology used in marketing research on various aspects of marketing management.</i>
Competences	<i>On successful completion of the course student is supposed to be creative in searching the best solution in marketing research methodology.</i>

3. TEACHING METHODS

<i>Multimedia lecture</i>

4. METHODS OF EXAMINATION

<i>Exam</i>

5. SCOPE

Lectures	Functions and benefits of marketing research. The most popular applications of marketing research. New product design and market validation research, assessing existing product strength and line extension potential. Testing new product concepts, pricing, brand concepts, brand names, and positioning strategy concepts. Customer satisfaction research. Positioning research. Market segmentation research. Brand equity research. Sales analysis.
Classes	

6. LITERATURE

Basic literature	<p><i>1. R. Kent, Marketing research. Approaches, Methods and Applications in Europe, 2006;</i></p> <p><i>2. N. Malhotra, S. Dash, Marketing research. An Applied Orientation, Pearson.</i></p>
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<i>Supplementary literature</i>	<i>1. Journal of Marketing Research, 2. International Journal of Marketing Research.</i>
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