



Social Media Market and Consumer Research Syllabus

1. Module Title	Social Media Market and Consumer Research	2. Module Code	
3. Academic Year, Semester, Mode of Studies	2022-2023 Spring Semester Full-time		
4. Aims and Learning Outcomes	Consumer research is a process of determining drives and motivations, as well as buying behavior of the targeted customers. By helping businesses delve deeper into customer psychology, consumer research empowers them to build effective purchasing behavior profiles to create targeted marketing campaigns. The course will provide students with knowledge of how to formulate, delimit and analyze a research topic. Students will learn how research methods are applied in organizations to increase sales, improve performance and manage customer satisfaction. The course will include real-life comprehensive examples of how modern technique surveys help to recognize the market and understand the market potential.		
Knowledge	Code		Assessment
	Subject	Field	
Recognizes the research techniques for understanding customers' needs			Research project
Understands the importance of conducting research and analyzing received feedback			Research project
Understands the importance of customer experience, impact of marketing campaign			Research project
Skills	Code		Assessment
	Subject	Field	
Is able to gather data using research techniques			Research project
Is able to define research objectives			Research project
Is able to analyze the data, interpret results and discuss implications based on gathered data			Research project
Social Competencies	Code		Assessment
	Subject	Field	
Being able to analyse and evaluate the results of a survey			Research project
Developing communication skills			Research project
Analyse data and synthesize research findings			Research project

Demonstrate engagement associated with conducted research			
5. Module Leader	Name	E-mail	
	Dominika Chirek	dominika.chirek@gmail.com	
6. Lecturer (s)	Name	E-mail	
	Dominika Chirek	dominika.chirek@gmail.com	
7. Module Level	Master's	Bachelor's	
	X		
8. Year and Programme	Year	Programme	
	I	Management	
9. Module Content			
#.	Topics Discussed	Hours	
Workshop			
1	What is consumer research and what are the objectives of the process?	2,5	
2	Using social media for consumer research	2,5	
3	The significance of consumer research in business - answering the biggest question: what do customers want?	2,5	
4	Case study – creating a survey based on real-life examples	2,5	
5	Project presentation	2,5	
6	Project presentation	2,5	
10. Individual Student's Work			
#.	Description	Hours	
	Research project	15	
11. Assessment Methods	Coursework (100%): Research project (100%)		
12. Assessment Criteria	Points translate into marks as follows: 50 - 59 points: mark 3 60 - 69 points: mark 3.5 70 - 79 points: mark 4 80 - 89 points: mark 4.5 90 - 98 points: mark 5 98-100 points: mark 5.5 In the case of exceptional student's performance, the lecturer may award a mark of 5.5 even with an insufficient number of points scored.		
13. ECTS Credits	4		
		Hours	ECTS
	Contact Hours		
	Workshop	15	0,6
	Other Form		

	Individual Student's Work Work on the research project and group presentation		
	SUMM		
14. Required Readings	Publications provided by the lecturer		
15. Recommended Readings	Publications provided by the lecturer		
16. Place where module is run	Lazarski University		
17. Other	n/a		