

**Subject card**

<b>Subject name and code</b>	Foreign Market Research (Market Research), PG_00122174						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2023	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	part-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	5	<b>ECTS credits</b>			3.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Aleksandra Aziewicz				
	<b>Teachers</b>		dr Aleksandra Aziewicz				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	16.0	0.0	0.0	0.0	16
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	16		0.0		0.0	16
<b>Subject objectives</b>	Presentation of theoretical and practical principles of marketing research through the independent design, implementation, and presentation of results.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	Using theoretical knowledge of market research, is able to analyse and evaluate phenomena (based on research findings)	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSG3_U07] can perform commercial transactions on the international market, select and apply appropriate forms of transaction settlement, analyse and critically assess the course of transactions	Using the ability to interpret research results, the student is able to interpret and critically evaluate the phenomena taking place	[SU2] presentation/project/paper/report
	[MSG3_W10] knows selected methods and tools, including IT tools and data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market; knows the processes and phenomena occurring in them and between them, and processes supporting decision-making	Familiar with selected web-based tools and computer programmes for conducting surveys and analysing results.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student is able to think and act in an entrepreneurial manner using the ability to interpret research results	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
[MSG3_W06] knows and understands the relations between economic entities and public institutions functioning in the national, international and intercultural realms	Has knowledge of market research to better understand the relationships between market actors	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report	
Subject contents	<p>1 Introduction to market research Market research versus marketing; importance of market research in enterprise management, SIM - marketing information system; research problem versus decision-making problem; research market in Poland and worldwide.</p> <p>2. Designing market research Design of marketing research - stages of design; questionnaire design; types of questionnaires and questions in them; potential errors in the research and questionnaire design process, sampling.</p> <p>3 Methods and techniques of collecting information from the market ways of researching individual and institutional customers; methods of conducting market research; tools and techniques used in marketing research; qualitative research versus quantitative research; qualitative research scenario.</p> <p>4. application of the SPSS package in market research programs used for questionnaire construction - discussion of programs functionalities; construction of SPSS program, statistical analysis of data in SPSS, segmentation report; data export (based on students own research), ongoing workshop related to the implementation of own research</p> <p>5 Market research report types of reports; scope of information in a report; elements of market research reports; presentation of students' own research.</p>		
Prerequisites and co-requisites	none		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	51.0%	100.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. K. Mazurek-Łopacińska, Badania marketingowe, <a href="#">Wydawnictwo Naukowe PWN</a>, Warszawa 2016 (dostępne na IBUK Libra)</li> <li>2. M. J. Lutostański, A. Łebkowska, M. Protasiuk, Badanie rynku, <a href="#">Wydawnictwo Naukowe PWN</a>, Warszawa 2021 (dostępne na IBUK Libra)</li> <li>3. T. Czuba, M. Skurczyński, Badania tajemniczy klient a badania satysfakcji (aspekt praktyczny), Prace Naukowe Akademii Ekonomicznej we Wrocławiu, 2003.</li> </ol>	
	Supplementary literature	<ul style="list-style-type: none"> <li>• U. Flick, Projektowanie badania jakościowego, Wydawnictwo Naukowe PWN, Warszawa 2012 (dostępne na IBUK Libra)</li> <li>• A. Oniszczyk-Jastrząbek, T. Czuba, Jakość obsługi klienta w sektorze małych i średnich przedsiębiorstw na przykładzie usług ubezpieczeniowych, Marketing i Zarządzanie, Uniwersytet Szczeciński 2017.</li> </ul>	
	eResources addresses		

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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