

**Subject card**

<b>Subject name and code</b>	Marketing Information Sources, PG_00132314						
<b>Field of study</b>	International Business						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2024/2025		
<b>Education level</b>	postgraduate studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			English		
<b>Semester of study</b>	1	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Katedra Rynku Transportowego -> Faculty of Economics						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Aleksander Jagiełło				
	<b>Teachers</b>		dr Aleksander Jagiełło				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	15.0	0.0	0.0	0.0	15
	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>	15		15.0		20.0	50
<b>Subject objectives</b>	<p>Students know the basic methodology of market research are able to design and conduct research. They understand the</p> <p>market research process and the impact of information on managerial decisions. Students are able to interpret and</p> <p>communicate the research findings.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_K01] Is ready to recognise the importance of knowledge of international business in the process of identifying and solving business problems and the need to consult experts in cases of complex issues	IB2_K01 – a student is ready to recognise the importance of knowledge of marketing research in the process of identifying and solving business problems and the need to consult experts in cases of complex issues;	[SK1] oral statement/conversation/discussion
	[IBMU2_K03] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	IB2_K03 – a student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects.	[SK1] oral statement/conversation/discussion
	[IBMU2_U02] can interpret statistical data and economic indicators, and select and use quantitative and qualitative methods and tools developed by economic sciences, including advanced information and communication techniques	IB2_U02 - a student can interpret statistical data and economic indicators, and select and use quantitative and qualitative methods and tools needed in marketing research	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[IBMU2_W02] knows and understands methods and tools for describing economic phenomena, including data acquisition techniques, which make it possible to describe and analyse business entities functioning on the international market as well as processes and phenomena occurring in them and between them	IB2_W02 – a student knows and understands marketing information system and methods and tools for describing economic and market phenomena and relationships between them.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[IBMU2_W03] knows terminology in the field of international business, international economics and financial relations and complementary disciplines	IB2_W03 - a student knows terminology in the field of marketing information sources.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion

<b>Subject contents</b>	<p>1. MARKETING INFORMATION SYSTEM AS A SOURCE OF MARKET INFORMATION</p> <p>Different sources of market information. Establishing sources of information (case study)</p> <p>2. PRACTICAL ASPECTS OF MARKETING RESEARCH</p> <p>Types of marketing research. Trends in marketing research. Methods and techniques of marketing research in practice (case study)</p> <p>3. HOW MUCH MARKETING RESEARCH IS ENOUGH</p> <p>The usefulness of marketing research. How much information is enough. Determining the information needs of different sized enterprises. When is marketing research not needed?</p> <p>4. THE MARKETING RESEARCH PLAN</p> <p>How to plan marketing research. A typical research process. Stages of the research design process.</p> <p>5. QUESTIONNAIRE DESIGN</p> <p>Types of questions, Common mistakes in questionnaires</p> <p>6. SAMPLING IN MARKETING RESEARCH</p> <p>Sample size determination. Optimal sample size.</p> <p>7. ANALYSING AND REPORTING RESEARCH RESULTS</p> <p>How to reporting research results effectively (case study).</p>											
<b>Prerequisites and co-requisites</b>	international marketing, marketing research											
<b>Assessment methods and criteria</b>	<table border="1"> <thead> <tr> <th data-bbox="453 1476 794 1507">Subject passing criteria</th> <th data-bbox="799 1476 1141 1507">Passing threshold</th> <th data-bbox="1145 1476 1490 1507">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="453 1514 794 1541">Exam</td> <td data-bbox="799 1514 1141 1541">51.0%</td> <td data-bbox="1145 1514 1490 1541">50.0%</td> </tr> <tr> <td data-bbox="453 1547 794 1574">Group project</td> <td data-bbox="799 1547 1141 1574">51.0%</td> <td data-bbox="1145 1547 1490 1574">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Exam	51.0%	50.0%	Group project	51.0%	50.0%
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<b>Recommended reading</b>	<table border="1"> <tr> <td data-bbox="453 1588 794 1877">           Basic literature         </td> <td colspan="2" data-bbox="799 1588 1490 1877">           A. C. Burns, Ann F. Veeck, Marketing research, 9th Edition, Pearson 2020.             D. Maison, Qualitative Marketing Research. Understanding Consumer Behaviour, Routledge 2019.             B. J. Babin, William G. Zikmund, Exploring Marketing Research, Cengage Learning, 2015.         </td> </tr> </table>			Basic literature	A. C. Burns, Ann F. Veeck, Marketing research, 9th Edition, Pearson 2020.  D. Maison, Qualitative Marketing Research. Understanding Consumer Behaviour, Routledge 2019.  B. J. Babin, William G. Zikmund, Exploring Marketing Research, Cengage Learning, 2015.							
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	Supplementary literature	Robert J. Kaden, Guerrilla Marketing Research: Marketing Research Techniques That Can Help Any Business Make More Money, Kogan Page, London and Philadelphia, 2006.  Naresh K. Malhotra, David F. Birks: Marketing Research: An Applied Approach 3rd Edition, Trans-Atlantic Publications 2008.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Development of a list of research questions, development of an online survey questionnaire	
Work placement	Not applicable	

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