

Subject card

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| Subject name and code | Marketing Research Methods, PG_00129819 | | | | | | |
| Field of study | International Business | | | | | | |
| Date of commencement of studies | October 2024 | Academic year of realisation of subject | | | 2025/2026 | | |
| Education level | Bachelor's studies | Subject group | | | Obligatory subject group in the field of study | | |
| Mode of study | full-time studies | Mode of delivery | | | at the university | | |
| Year of study | 2 | Language of instruction | | | Polish English 100% | | |
| Semester of study | 4 | ECTS credits | | | 2.0 | | |
| Learning profile | academic | Assessment form | | | | | |
| Conducting unit | Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr Marcin Krzaczek | | | | |
| | Teachers | | dr Marcin Krzaczek | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15 |
| | E-learning hours included: 0.0 | | | | | | |
| | Additional information: <ul style="list-style-type: none"> Lectures including multimodal presentations. Discussion, questioning. Case studies | | | | | | |
| Learning activity and number of study hours | Learning activity | Participation in didactic classes included in study plan | | Participation in consultation hours | | Self-study | SUM |
| | Number of study hours | 15 | | 10.0 | | 25.0 | 50 |
| Subject objectives | After completing the course, student should be familiar with marketing research objectives, know how to create proper research tools, analyze research data and identify research results. | | | | | | |

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| Learning outcomes | Course outcome | Subject outcome | Method of verification |
| | [IBL3_K04] is ready to think and act in an entrepreneurial manner | 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 by using marketing research knowledge and assess the risk of their occurrence; | [SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written |
| | [IBL3_W03] knows and understands selected research methods and tools, including IT tools and data acquisition techniques, which are applicable to international business issues | knows and understands selected research methods and tools, including IT tools and marketing data acquisition techniques that are used in international business issues | [SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion |
| | [IBL3_K05] is ready to perform professional role in responsible manner, abide business ethics and business standards in working environment | is ready to perform his professional role in a responsible manner, observing business ethics and business standards in the work environment based on information obtained through marketing research | [SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written |
| | [IBL3_U03] is able to perform tasks in uncertain conditions, solve complex issues of international business by appropriate selection information sources, conducting critical analysis and synthesis on the collected information and data | is able to perform tasks in conditions of uncertainty, solve complex international business problems, select appropriate sources, conduct critical analysis and synthesis of information and data collected through marketing research | [SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written |
| Subject contents | 1. Introduction to Marketing Research. 2. Marketing Research in decision making process. 3. Characteristics of marketing research methods. 4. Marketing Research - projecting. 5. Sampling. 6. Questionnaire design. 7. Scales. 8. Data collection and analysis. | | |
| Prerequisites and co-requisites | International Marketing. Knowledge of Marketing-mix tools. | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | Activity | 51.0% | 10.0% |
| | Test | 51.0% | 90.0% |
| Recommended reading | Basic literature | Peter M. Chisnall, <i>Marketing research</i> , McGraw-Hill Book Co., London, 1992; Gilbert A. Churchill, <i>Marketing research: methodological foundations</i> , Harcourt Brace College Publishers, Fort Worth, 1995; Paurav Shukla, <i>Essentials of Marketing Research</i> , BookBoon, Copenhagen 2008. | |

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| | Supplementary literature | Naresh K. Malhotra, Essentials of Marketing Research, Pearson Education, London 2013. |
| | eResources addresses | Adresy na platformie eNauczenie: |
| Example issues/ example questions/ tasks being completed | <p>Creating own research tool.</p> <p>Conducting own marketing research for a company from a selected industry.</p> | |
| Work placement | Not applicable | |

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