

**Subject card**

<b>Subject name and code</b>	Marketing Research Methods, PG_00129821						
<b>Field of study</b>	International Business						
<b>Date of commencement of studies</b>	October 2024	<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>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish English 100%		
<b>Semester of study</b>	4	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Marcin Krzaczek				
	<b>Teachers</b>		dr Marcin Krzaczek				
<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						
	Additional information: <ul style="list-style-type: none"> <li>• Activating methods in training classes.</li> <li>• Discussion, questioning.</li> <li>• Collaborating, group activities.</li> <li>• Case studies.</li> </ul>						
<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		5.0		30.0	50
<b>Subject objectives</b>	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.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[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 [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[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 [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[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	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
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
	Classwork and discussion	51.0%	30.0%
	Activity and attendance	51.0%	20.0%
	Final project	51.0%	50.0%
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.		

	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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