

Subject card

Subject name and code	Market research, PG_00172359						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2027/2028	
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	3		Language of instruction			Polish	
Semester of study	5		ECTS credits			3.0	
Learning profile	academic		Assessment form				
Conducting unit	Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Aziewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
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	30		10.0		35.0	75
Subject objectives	Preparation for the independent evaluation of conducted market research, as well as the implementation of individual research projects, starting from defining research objectives to delivering the final report.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	The student adheres to ethical principles in their actions and demonstrates the ability to collaborate with respect for others.	[SK2] 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	The student is familiar with techniques and tools that enable data collection, as well as data description and analysis.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[MSG3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	The student possesses knowledge of the rules and standards related to the conduct of research.	[SW2] presentation/project/paper/report
	[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	The student is able to use research to gain insights and a better understanding of entrepreneurship.	[SW2] presentation/project/paper/report
	[MSG3_W03] has an advanced and structured knowledge of the world economy and international economic relations; understands the process of their evolution, including its causes and consequences	The student is able to use research to acquire information about the economy.	[SW2] presentation/project/paper/report
	[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	The student is able to use research findings for analysis and evaluation. If he has any doubts, he discusses them during consultations	[SU2] presentation/project/paper/report
	[MSG3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life	The student is capable of critically assessing their own knowledge and skills in relation to research.	[SK2] presentation/project/paper/report
	[MSG3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student is able to analyze economic phenomena using research findings.	[SU2] presentation/project/paper/report
	[MSG3_W08] knows and understands the fundamental dilemmas of contemporary civilisation, including the strategy of sustainable development and corporate social responsibility	The student understands the significance of research in the context of contemporary civilization's dilemmas.	[SW2] presentation/project/paper/report
	[MSG3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	The student is able to use research to gain insights and a better understanding of economic relationships.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	The student is capable of collaborating with other students in the implementation of a project.	[SU2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[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	The student is capable of preparing and conducting research.	[SU2] presentation/project/paper/report
	[MSG3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	The student utilizes computer software to collect and analyze data.	[SU2] presentation/project/paper/report
	[MSG3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	The student is able to prepare presentations in accordance with the research results	[SU2] presentation/project/paper/report
	[MSG3_W14] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law	The student understands the aspect of copyright law in relation to market research.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	The student is able to evaluate economic and social phenomena using statistical data.	[SU2] presentation/project/paper/report
	[MSG3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	The student is able to discuss research-related topics using appropriate terminology.	[SU2] presentation/project/paper/report
Subject contents	• Marketing Information Systems and Research / The Market for Research in Poland and Globally • Designing Market Research (Sample, Questionnaire) • Methods and Techniques for Collecting Market Information • Types of Quantitative and Qualitative Research • Application of the SPSS Package in Market Research • Research Reports		
Prerequisites and co-requisites	none		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	report presentation	51.0%	60.0%
	test	51.0%	40.0%

Recommended reading	Basic literature	Mazurek-Łopacińska, Krystyna. <i>Badania marketingowe</i> [baza danych online] Warszawa: Wydawnictwo Naukowe PWN, 2016. Dostęp w Ibuk Libra: https://libra.ibuk.pl/reader/badania-marketingowe-krystyna-mazurek-lopacinska-166401. Red. Lutostański, Michał Jan; Łebkowska, Agnieszka; Protasiuk, Michał. <i>Badanie rynku</i> [baza danych online] : Wydawnictwo Naukowe PWN, 2021. Dostęp w Ibuk Libra: https://libra.ibuk.pl/reader/badanie-rynku-michal-jan-lutostanski-247539. A. Oniszczyk-Jastrzębek, T. Czuba, Jakość obsługi klienta w sektorze małych i średnich przedsiębiorstw na przykładzie usług ubezpieczeniowych, "Marketing i Zarządzanie", Uniwersytet Szczeciński 2017.
	Supplementary literature	Maison, Dominika. <i>Jakościowe metody badań społecznych. Podejście aplikacyjne</i> [baza danych online] Warszawa: Wydawnictwo Naukowe PWN, 2022 [dostęp: 08 12 2024]. Dostęp w Ibuk Libra: https://libra.ibuk.pl/reader/jakosciowe-metody-badan-spoecznych-podejscie-aplikacyjne-dominika-maison-275171.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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