

Subject card

Subject name and code	Marketing Information Sources, PG_00173315						
Field of study	International Business						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master'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	1		Language of instruction		English		
Semester of study	1		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksander Jagiello				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		20.0		15.0	50
Subject objectives	Students know the basic methodology of market research are able to design and conduct research. They understand the market research process and the impact of information on managerial decisions. Students are able to interpret and communicate the research findings.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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_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_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
	[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_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

Subject contents	1. MARKETING INFORMATION SYSTEM AS A SOURCE OF MARKET INFORMATION		
	Different sources of market information. Establishing sources of information		
	2.PRACTICAL ASPECTS OF MARKETING RESEARCH		
	Types of marketing research. Trends in marketing research. Methods and techniques of marketing research in practice		
	3. HOW MUCH MARKETING RESEARCH IS ENOUGH		
	The usefulness of marketing research. How much information is enough. Determining the information needs of different sized enterprises. When is marketing research not needed?		
	4. THE MARKETING RESEARCH PLAN		
	How to plan marketing research. A typical research process. Stages of the research design process.		
	5. QUESTIONNAIRE DESIGN		
	Types of questions, Common mistakes in questionnaires		
Prerequisites and co-requisites	international marketing, marketing research		
	Any doubts arising during the implementation of group projects, particularly those related to the development of research questionnaires, will be discussed and clarified during consultations. These meetings will provide an opportunity to receive methodological guidance, correct errors, and refine research tools in line with the project's objectives.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Group project	51.0%	50.0%
	Exam	51.0%	50.0%
Recommended reading	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.	

	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. W. Wołek, A. Jagiełło, M. Wolański, Multi-Criteria Analysis in the Decision-Making Process on the Electrification of Public Transport in Cities in Poland: A Case Study Analysis, Energies 2021.
	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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