

Subject card

Subject name and code	Marketing Research Methods, PG_00173353						
Field of study	International Business						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
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		
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	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		5.0		30.0	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.						

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. When encountering complex or unclear issues, the student is prepared to consult with the instructor to enhance their understanding and improve the quality of their contributions.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[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_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
	Final project	51.0%	50.0%
	Problem-solving tasks and discussion	51.0%	30.0%
	Activity and attendance	51.0%	20.0%

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, <i>Essentials of Marketing Research</i>, Pearson Education, London 2013. Tomasz Czuba, <i>Farm insurance in Poland results of empirical research, Ubezpieczenia w Rolnictwie</i>, 2020.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Creating own research tool, which are discussed and approved during consultations with the lecturer. Conducting own marketing research for a company from a selected industry.	
Work placement	Not applicable	

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