University of Gdańsk

Subject card

Subject name and code	Market research, PG_00199209						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research 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		credit		
Conducting unit	Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marcin Krzaczek				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	15.0	0.0	45
	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	45		0.0		30.0	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
[MSGL3_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 research project and discuss its assumptions and progress with the teacher during consultations and project blocks. Project blocks are included in the class schedule, and the dates and locations of consultations are published on the University of Gdańsk website.	[SU2] presentation/project/paper/ report
[MSGL3_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
[MSGL3_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
[MSGL3_W09] has a knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	The student has knowledge of man as an individual making economic decisions, operating in social structures, based on the analysis of the results of conducted research.	[SW2] presentation/project/paper/ report
[MSGL3_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
[MSGL3_W11] has a 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
[MSGL3_W10] has an advanced understanding of 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
[MSGL3_W07] has knowledge and understanding of the 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

	Course outcome	Subject outcome	Method of verification
	[MSGL3_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 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 reaserch results.	[SU2] presentation/project/paper/ report
	[MSGL3_U08] uses 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

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**
- **Research Reports**

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
test	51.0%	20.0%
Research project and report presentation	51.0%	80.0%

Recommended reading

Basic literature	Mazurek-Łopacińska, Krystyna. *Badania marketingowe* [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. *Badanie rynku* [baza danych online] : Wydawnictwo Naukowe PWN, 2021. Dostęp w Ibuk Libra: https://libra.ibuk.pl/reader/badanie-rynku-michal-jan-lutostanski-247539. A. Oniszczuk-Jastrząbek, 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. *Jakościowe metody badań społecznych. Podejście aplikacyjne* [baza danych online] Warszawa: Wydawnictwo Naukowe PWN, 2022 [dostęp: 08 12 2024]. Dostęp w Ibuk Libra: https://libra.ibuk.pl/reader/jakosciowe-metody-badan-spolecznych-podejscie-aplikacyjne-dominika-maison-275171.
eResources addresses	

Example issues/ example questions/ tasks being completed

Designing a research questionnaire for the selected research problem.

Conducting a quantitative research.

Preparing a research report.

Work placement

Not applicable

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