University of Gdańsk

Subject card

Subject name and code	Foreign Market Research (Market Research), PG_00199990						
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	part-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	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	16.0	0.0	6.0	0.0	22
	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	22		0.0		53.0	75
Subject objectives	Presentation of practical principles for conducting market research in the market through the aspect of independently designing, implementing, and presenting results. Introduction to software used for conducting research. Presentation of indicators that can be monitored in a company using market research.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_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 has knowledge in the field of market research that allows him to analyze and evaluate the functioning of economic entities, which he uses in the project. Consults project assumptions and progress with the teacher during consultations and project blocks.	[SU2] presentation/project/paper/ report
[MSGL3_K04] 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 and assess the risk of their occurrence	The student demonstrates creative and entrepreneurial thinking skills when conducting research. Based on research findings, they are able to identify opportunities and threats. If he has any doubts, he discusses them during consultations	[SK2] 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 selected methods and IT tools used for market research, facilitating data collection, description, and analysis.	[SW2] presentation/project/paper/ report
[MSGL3_W06] has knowledge and understanding of relations between economic entities and public institutions functioning in the national, international and intercultural realms	The student, partially utilizing knowledge of market research, is able to better understand the relationships between business entities.	[SW2] presentation/project/paper/ report
[MSGL3_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 able to critically assess the execution of commercial transactions using research findings.	[SU2] presentation/project/paper/ report

Subject contents

1. Introduction to market researchmarket research and marketing; the importance of market research in business management, SIM - marketing information system; research problem and decision-making problem; research market in Poland and the world.2. Designing market researchDesigning marketing research - design stages; the difference between a commercial and research project; questionnaire design; types of questionnaires and questions included in them; potential errors in the research and questionnaire design process, sample selection. 3. Methods and techniques of collecting information from the marketmethods of researching individual and institutional clients; methods of conducting market research; tools and techniques used in marketing research; qualitative research and quantitative research; qualitative research scenario.4. The use of the SPSS package in market researchprograms used to build the questionnaire - discussion of the programs' functionality; construction of the SPSS program, statistical analysis of data in SPSS, segmentation report; data export (based on students' own research)5. Market research reporttypes of reports; scope of information in the report; elements of market research reports; presentation of students' own research.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Raport	51.0%	100.0%

Recommended reading

Basic literature

1. K. Mazurek-Łopacińska, Badania marketingowe, Wydawnictwo Naukowe PWN, Warszawa 2016 (dostępne na IBUK Libra)
2. M. J. Lutostański, A. Łebkowska, M. Protasiuk, Badanie rynku, Wydawnictwo Naukowe PWN, Warszawa 2021 (dostępne na IBUK Libra)
3. T. Czuba, M. Skurczyński, Badania tajemniczy klient a badania satysfakcji (aspekt praktyczny), Prace Naukowe Akademii Ekonomicznej we Wrocławiu, 2003.

	Supplementary literature	• U. Flick, Projektowanie badania jakościowego, Wydawnictwo Naukowe PWN, Warszawa 2012 (dostępne na IBUK Libra) • A. Oniszczuk-Jastrząbek, T. Czuba, Jakość obsługi klienta w sektorze małych i średnich przedsiębiorstw na przykładzie usług ubezpieczeniowych, Marketing i Zarządzanie, Uniwersytet Szczeciński 2017.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.