

Subject card

Subject name and code	Marketing Information Sources, PG_00187216						
Field of study	International Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2026/2027	
Education level	Master's studies		Subject group			Obligatory subject group in the field of study 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	1		Language of instruction			English	
Semester of study	1		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksander Jagiello				
	Teachers		dr Aleksander Jagiello				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	15.0	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		0.0		20.0	50
Subject objectives	The aim of the course is to develop students' ability to collect, evaluate, and use marketing information, as well as to design marketing research projects that support decision-making processes in organizations. The knowledge and skills acquired during the course are applied in the implementation of a research project addressing a selected marketing problem.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[IBMU2_U03] can critically evaluate and select sources of information and synthesise knowledge related to international business, and present analytical results in a methodologically justified manner.		The student is able to critically evaluate and select sources of information for the purposes of a marketing information system and the completion of the course project.			[SU2] presentation/project/paper/report	
	[IBMU2_W02] knows and understands in an advanced manner research methods and tools, including data collection techniques, applied in the analysis of business entities operating in the international market as well as the processes and phenomena occurring within and between them.		The student knows and understands quantitative and qualitative methods and tools used in marketing research, as well as the principles for selecting them in relation to specific research problems.			[SW4] test/exam - oral or written [SW2] presentation/project/paper/report	

Subject contents	CLASSES (15 h) 1. MARKETING INFORMATION SYSTEM AS A SOURCE OF MARKET INFORMATION (2h) Different sources of market information. Establishing sources of information (case study) 2. PRACTICAL ASPECTS OF MARKETING RESEARCH (2h) Types of marketing research. Trends in marketing research. Methods and techniques of marketing research in practice (case study) 3. HOW MUCH MARKETING RESEARCH IS ENOUGH (2h) 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 (2h) How to plan marketing research. A typical research process. Stages of the research design process. 5. QUESTIONNAIRE DESIGN (3h) Types of questions, Common mistakes in questionnaires 6. SAMPLING IN MARKETING RESEARCH (2h) Sample size determination. Optimal sample size. 7. ANALYSING AND REPORTING RESEARCH RESULTS (2h) How to reporting research results effectively (case study). COURSE PROJECT (15h) Development of a marketing research project, including the formulation of the research problem, definition of research objectives and research questions, selection of research methods, and preparation of the structure of the research questionnaire.		
Prerequisites and co-requisites	Basic knowledge Basic knowledge of international marketing and marketing research. Course Completion Requirements Successful completion of the course requires obtaining a passing grade in all course components specified in the syllabus, namely the classes and project. A final course grade may be awarded only after all required components have been successfully completed.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Group project	51.0%	50.0%
	Class assessment	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.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Development of a list of research questions, development of an online survey questionnaire	
Work placement	Not applicable	

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