

Subject card

Subject name and code	Marketing Research Methods, PG_00188082						
Field of study	International Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Bachelor'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	2		Language of instruction		English		
Semester of study	4		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
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						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	30.0	0.0	60
	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	60		0.0		65.0	125
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_K02] is ready to critically assess own knowledge and received information in the field of international business, economics and finance.	demonstrates a willingness to critically evaluate one's own knowledge and the information received in the area of international business, economics and finance thanks to skillful drawing of conclusions from conducted market research	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[IBL3_U03] is able to select appropriate sources of information and analyse and synthesise data in order to solve international business problems under conditions of uncertainty.	is able to perform project 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 and by consulting its assumptions and progress with the teacher during consultations and project blocks.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[IBL3_U02] is able to formulate and solve complex problems related to international business by applying quantitative and qualitative research methods used in economics, finance and international business.	is able to solve complex problems related to international business, applying quantitative and qualitative research methods and tools used in international business	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[IBL3_W03] knows and understands at an advanced level selected research methods and tools, including information technologies and techniques for data collection and analysis used in the study of economic and business phenomena.	knows and understands selected research methods and tools, including IT tools and marketing data acquisition techniques that are used in international business issues	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
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%	40.0%
	Test	51.0%	30.0%
	Activity and work during classes	51.0%	30.0%

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</i>, Ubezpieczenia w Rolnictwie, 2020.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Discussion of selected marketing research methods. Designing and conducting marketing research.	
Work placement	Not applicable	

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