

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 Aleksandra Aziewicz				
	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
	[MSG3_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
	[MSG3_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
	[MSG3_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
	[MSG3_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 research results	[SU2] presentation/project/paper/report
	[MSG3_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
	[MSG3_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 project.	[SU2] presentation/project/paper/report
	[MSG3_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
	[MSG3_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
	[MSG3_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

Subject contents	<ul style="list-style-type: none"> • 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 • Application of the SPSS Package in Market Research • Research Reports 		
Prerequisites and co-requisites	none		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	report presentation	51.0%	60.0%
	test	51.0%	40.0%
Recommended reading	Basic literature	<p>Mazurek-Łopacińska, Krystyna. <i>Badania marketingowe</i> [baza danych online] Warszawa: Wydawnictwo Naukowe PWN, 2016. Dostęp w Ibuk Libra: https://libra.ibuk.pl/reader/badania-marketingowe-krystyna-mazurek-lopacinska-166401.</p> <p>Red. Lutostański, Michał Jan; Łebkowska, Agnieszka; Protasiuk, Michał. <i>Badanie rynku</i> [baza danych online] : Wydawnictwo Naukowe PWN, 2021. Dostęp w Ibuk Libra: https://libra.ibuk.pl/reader/badanie-rynku-michal-jan-lutostanski-247539.</p> <p>A. Oniszczyk-Jastrzębek, T. Czuba, Jakość obsługi klienta w sektorze małych i średnich przedsiębiorstw na przykładzie usług ubezpieczeniowych, "Marketing i Zarządzanie", Uniwersytet Szczeciński 2017.</p>	
	Supplementary literature	<p>Maison, Dominika. <i>Jakościowe metody badań społecznych. Podejście aplikacyjne</i> [baza danych online] Warszawa: Wydawnictwo Naukowe PWN, 2022 [dostęp: 08 12 2024]. Dostęp w Ibuk Libra: https://libra.ibuk.pl/reader/jakosciowe-metody-badan-spoecznych-podejscie-aplikacyjne-dominika-maison-275171.</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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