

|  |  |   |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
|--|--|---|------|------------------------|------------------|-------------------------|----------------------------------|--------------------------------|----------------------|-------------------------|---------------|--|
| <b>Course title</b>  |  | Marketing Information Sources   |      |                        |                  |                         |                                  | <b>ECTS code</b>               |                      | 14.3.EM.SL.3205         |               |  |
|  |  |   |      |                        |                  |                         |                                  | <b>ECTS credits</b>            |                      | 0                       |               |  |
| <b>Name of unit administrating study</b>   |  | KRT   |      | <b>Field of study</b>  |                  | MSG**                   |                                  | <b>Field of specialisation</b> |                      | IB;                     |               |  |
| <b>Teaching staff</b>  |  | Aleksander Jagiełło, Ph.D.  |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| <b>Number of hours</b>   |  |   |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| <b>Lectures</b>  | 0  | <b>Classes</b>  | 0    | <b>Tutorials</b>       | 15               | <b>Laboratory</b>       | 0                                | <b>Seminars</b>                | 0                    | <b>Language classes</b> | 0             |  |
| <b>Forma aktywności</b>  |  |   |      |                        |                  |                         | <b>Year&amp;Type of studies*</b> |                                | 1 SS2,               |                         |               |  |
| <b>Hours with the participation of the academic teacher (including office hours, exams, others):</b>   |  |   |      |                        |                  | 30                      | <b>Semester:</b>                 |                                | 2,                   |                         |               |  |
| <b>Hours without the participation of the academic teacher (student's self-study, homeworks):</b>  |  |   |      |                        |                  | 20                      | <b>Type of course:</b>           |                                | obligatory           |                         |               |  |
| <b>Total number of hours:</b>  |  |   |      |                        |                  | 50                      | <b>Language of instruction:</b>  |                                | English              |                         |               |  |
| <b>Teaching form</b>   | in-class learning  |   |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| <b>Teaching methods</b>  | Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Work in computer laboratories, Individual projects, Collaborating, group activities, Case studies, |   |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| <b>Prerequisites (required courses and introductory requirements)</b>  |  |   |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| <b>Required courses</b>  | international marketing, marketing research  |   |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| <b>Introductory requirements</b>   | marketing, marketing research methods  |   |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| <b>Assessment method, forms and criteria</b>   |  |   |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| <b>Assessment method</b>   | Exam   |   |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| <b>Assessment criteria</b>   | 5,0 - 91% and more<br>4,5 - 81%-90%<br>4,0 - 71%-80%<br>3,5 - 61%-70%<br>3,0 - 51%-60%<br>2,0 - 50% and less   |   |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| <b>Course objectives</b>   |  |   |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| Students know the basic methodology of market research are able to design and conduct research. They understand the market research process and the impact of information on managerial decisions. Students are able to interpret and communicate the research findings. |  |   |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| <b>Learning outcomes</b>   |  |   |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| <b>Knowledge</b>   | MSG2_W13   | knows and understands methods and tools for describing economic and market phenomena and relationships between them |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| <b>Verification of learning outcomes - Knowledge</b>   |  |   |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
| <b>Outcomes</b>  | written exam   | oral exam   | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation               | classroom activities           | classroom discussion | individual project      | group project |  |
| MSG2_W13   |  |   | X    |                        |                  |                         |                                  | X                              | X                    |                         | X             |  |
| <b>Skills</b>  | MSG2_U02   | can observe, evaluate and critically analyze the causes and course of economic processes                            |      |                        |                  |                         |                                  |                                |                      |                         |               |  |
|  | MSG2_U06   | can identify types of risks related to international operations of enterprise                                       |      |                        |                  |                         |                                  |                                |                      |                         |               |  |

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|  | MSG2_U11 | independently formulates and tests hypotheses related to simple research problems, appropriately selects and applies methods and tools |
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**Verification of learning outcomes - Skills**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG2_U02 |              |           | X    |                        |                  |                         |                    |                      |                      | X                  | X             |
| MSG2_U06 |              |           | X    |                        |                  |                         |                    |                      |                      | X                  | X             |
| MSG2_U11 |              |           | X    |                        |                  |                         |                    |                      |                      | X                  | X             |

|           |          |   |
|-----------|----------|---|
| Attitudes | MSG2_K01 | is ready to recognise the importance of knowledge of economics in the process of identifying and solving problems in the area of international economic relations |
|           | MSG2_K03 | is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities       |

**Verification of learning outcomes - Attitudes**

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| MSG2_K01 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    | X             |
| MSG2_K03 |              |           |      |                        |                  |                         |                    | X                    | X                    |                    | X             |

**Course contents**
**1. MARKETING INFORMATION SYSTEM AS A SOURCE OF MARKET INFORMATION**

Different sources of market information. Establishing sources of information (case study)

**2. PRACTICAL ASPECTS OF MARKETING RESEARCH**

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**

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**

How to plan marketing research. A typical research process. Stages of the research design process.

**5. QUESTIONNAIRE DESIGN**

Types of questions, Common mistakes in questionnaires

**6. SAMPLING IN MARKETING RESEARCH**

Sample size determination. Optimal sample size.

**7. ANALYSING AND REPORTING RESEARCH RESULTS**

How to reporting research results effectively (case study).

**Recommended reading lists**

Basic:

1. A. C. Burns, Ann F. Veeck, Marketing research, 9th Edition, Pearson 2020.
2. D. Maison, Qualitative Marketing Research. Understanding Consumer Behaviour, Routledge 2019.



Additional:

3. Barry J. Babin, William G. Zikmund, Exploring Marketing Research, Cengage Learning, 2015.
4. Robert J. Kaden, Guerrilla Marketing Research: Marketing Research Techniques That Can Help Any Business Make More Money, Kogan Page, London and Philadelphia, 2006.
5. Naresh K. Malhotra, David F. Birks: Marketing Research: An Applied Approach 3rd Edition, Trans-Atlantic Publications 2008.

Contact

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\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies  
\*\* MSG - International Economic Relations