

Course title		Marketing Research Methods						ECTS code		04.7.EM.SL.481		
								ECTS credits		3		
Name of unit administrating study		KBM		Field of study		MSG**		Field of specialisation		IB;		
Teaching staff		Marcin Krzaczek, PhD										
Number of hours												
Lectures	15	Classes	15	Tutorials	0	Laboratory	0	Seminars	0	Language classes		
Forma aktywności							Year&Type of studies*		2 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):						39	Semester:		4,			
Hours without the participation of the academic teacher (student's self-study, homeworks):						36	Type of course:		obligatory			
Total number of hours:						75	Language of instruction:		English			
Teaching form		in-class learning										
Teaching methods		Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Collaborating, group activities, Case studies,										
Prerequisites (required courses and introductory requirements)												
Required courses		International Marketing										
Introductory requirements		Knowledge of Marketing-mix tools										
Assessment method, forms and criteria												
Assessment method		Exam										
Assessment criteria		Classes - final research project (50%); classwork and discussion (30%); activity and attendance (20%). Lectures - test (90%); lecture activities and discussion (10%).										
Course objectives												
After completing the course, student should be familiar with marketing research objectives, how to create proper research tools, analyze research data and identify research results.												
Learning outcomes												
Knowledge		MSG1_W10	knows 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 in marketing research;									
		MSG1_W15	has an advanced knowledge of marketing research process on the international market; knows and understands marketing tools used in this process;									
Verification of learning outcomes - Knowledge												
Outcomes		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W10		X				X		X	X			X
MSG1_W15		X				X		X	X			X
Skills		MSG1_U08	uses basic 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 marketing decisions;									
		MSG1_U14	can interact and work in a marketing research team (including an international one), taking various roles within it;									
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
MSG1_U08	X				X		X	X			X
MSG1_U14	X				X		X	X			X
Attitudes	MSG1_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 by using marketing research knowledge and assess the risk of their occurrence;									
	MSG1_K05	correctly diagnoses and solves dilemmas and various options of solutions related to the profession;									

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
MSG1_K04	X				X		X	X			X
MSG1_K05	X				X		X	X			X

Course 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.

Recommended reading lists

Basic literature:

Marketing research, Peter M. Chisnall, McGraw-Hill Book Co., London, 1992;

Marketing research: methodological foundations, Gilbert A. Churchill, Harcourt Brace College Publishers, Fort Worth, 1995;

Additional literature:

Essentials of Marketing Research, Paurav Shukla, <http://bookboon.com/en/marketing-research-an-introduction-ebook>

Contact

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations