

Course title		Marketing Information Sources						ECTS code		14.3.EM.SL.3205			
								ECTS credits		0			
Name of unit administrating study		KRT		Field of study		MSG**		Field of specialisation		IB;			
Teaching staff		Aleksander Jagiełło, Ph.D.											
Number of hours													
Lectures	0	Classes	0	Tutorials	15	Laboratory	0	Seminars	0	Language classes	0		
Forma aktywności							Year&Type of studies*		1 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						30	Semester:		2,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						20	Type of course:		obligatory				
Total number of hours:						50	Language of instruction:		English				
Teaching form	in-class learning												
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Work in computer laboratories, Individual projects, Collaborating, group activities, Case studies,												
Prerequisites (required courses and introductory requirements)													
Required courses	international marketing, marketing research												
Introductory requirements	marketing, marketing research methods												
Assessment method, forms and criteria													
Assessment method	Exam												
Assessment criteria	5,0 - 91% and more 4,5 - 81%-90% 4,0 - 71%-80% 3,5 - 61%-70% 3,0 - 51%-60% 2,0 - 50% and less												
Course objectives													
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.													
Learning outcomes													
Knowledge	MSG2_W13	knows and understands methods and tools for describing economic and market phenomena and relationships between them											
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		
MSG2_W13			X					X	X		X		
Skills	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											

	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