

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									
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