

<b>Course title</b>		Marketing Research Methods						<b>ECTS code</b>	04.7.EM.SL.481			
								<b>ECTS credits</b>	4			
<b>Name of unit administrating study</b>		IHZ	<b>Field of study</b>		MSG**		<b>Field of specialisation</b>		IB;			
<b>Teaching staff</b>		Marcin Krzaczek, PhD										
<b>Number of hours</b>												
<b>Lectures</b>	15	<b>Classes</b>	15	<b>Tutorials</b>		<b>Laboratory</b>		<b>Seminars</b>		<b>Language classes</b>		
<b>Forma aktywności</b>							<b>Year&amp;Type of studies*</b>		2 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):							<b>Semester:</b>		4,			
Hours without the participation of the academic teacher (student's self-study, homeworks):							<b>Type of course:</b>		obligatory			
Total number of hours:						0	<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, Collaborating, group activities, Case studies,											
<b>Prerequisites (required courses and introductory requirements)</b>												
<b>Required courses</b>	International Marketing											
<b>Introductory requirements</b>	Knowledge of Marketing-mix tools											
<b>Assessment method, forms and criteria</b>												
<b>Assessment method</b>	Exam											
<b>Assessment criteria</b>	Final Project - complete research for given company Exam - multianswers test											
<b>Course objectives</b>												
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.												
<b>Learning outcomes</b>												
<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	
E1_W02	X		X		X		X	X	X		X	
E1_W03	X		X		X		X	X	X		X	
E1_W04	X		X		X		X	X	X		X	
E1_W05	X		X		X		X	X	X		X	
E1_W07	X		X		X		X	X	X		X	
E1_W09	X		X		X		X	X	X		X	
<b>Verification of learning outcomes - Skills</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	
E1_U01									X			

E1_U03									X		
E1_U05									X		
E1_U08									X		
E1_U10										X	

**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
E1_K02									X		
E1_K06									X		
E1_K07									X		
E1_K08									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 - primary vs. secondary sources.
9. Data mining.
10. Data analysis.
11. Results, presentations and reports.

**Recommended reading lists**

*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;

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

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

\*\* MSG - International Economic Relations