

COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title:

Marketing Research

2. Course code:

Number of ECTS credits: 5
Course completion mode: with exam
Course commenced / Year 2019/2020

3. Major: International Business

4. Department of major coordinator: Department of Consumption Research

5. Name of course instructor:

Lecture: Aleksandra Burgiel, PhD; Jolanta Zrałek, PhD

Examiner: Aleksandra Burgiel, PhD

6. Department of course instructor: Department of Consumption Research

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	14	
classes	28	
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	42	
examination (hours)	3	

8. Course timeframe - no. of semesters: 1

Course commencement / Year ...

Course commencement / Semester ...

9. Level of tertiary education: ...

Bachelor

10. Course status

X Compulsory for the major...

11. Course prerequisites

Compulsory:

Recommended: Customer behavior; Marketing

12. Course objectives:

- Convincing students of the importance and role of collecting and utilizing market information in the managers' decision-making processes
- Characteristics of types, procedures and principles of a market research organization;
- Presentation of information sources, methods of data collection and basic techniques for analyzing market data (quantitative and qualitative) that can be used in an enterprise;
- Preparing students for independent market research

13. Teaching and learning methods:**A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lectures	Lectures provided in an interactive way with the use of multimedia techniques	14	
2.	Active classes	Group discussions; Group exercises and individual work during classes	10	
3.	Computer exercises	Utilizing statistical programs for the analysis of quantitative data, interpretation and presentation of test results, preparation of a report	6	
4.	Solving tests and cases	Group exercises and individual work during classes	5	
5.	Project preparation	Designing measurement tools	4	
6.	Presentation	Preparation and oral presentation of the team project	3	
Total			AS: 42	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Team work on the final project	Designing, preparing and conducting marketing research process with the use of secondary and primary sources	20	
2.	Team work on the project report	Preparation of a written report and an oral presentation	20	
3.	Individual computer work	Searching for data and data analysis	20	
4.	Literature studies	Preparing for the classes, group discussions and final test through the analysis of the literature, collected materials, lecture notes, etc.	10	
5.	Analysis of lectures and classes notes	Solving exercises, individual work on homework assignments	10	
Total			BS: 80	BN:

Total AS+BS = 122

Total AN+BN =

Examination (E) = 3

Examination (E) =.....

Total AS+BS+E= 125

Total AN+BN+E =

14. Key words: consumption, consumption studies, international comparisons, trends in consumption, international consumption diversification

15. Course content:

1. Marketing research – essence, subject and types; stages of the marketing research process
2. Problem identification and its transformation into research problem; Research design;
3. Sources and methods of collecting secondary data;
4. Basics in sampling
5. Primary quantitative research methods: advantages and disadvantages of different research techniques

6. Measurement in marketing research: levels of measurement, scaling and scales construction, attitude scales
7. Designing a questionnaire; Pilot study and its meaning; organization of the field research and its typical problems
8. Presentation of the research results: structure and meaning of a research report
9. Specifics and techniques of qualitative research; analysis, interpretation & presentation of the qualitative data

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
IB1_K03#	Knows and understands national and international socio-economic processes at a basic level, is able to draw conclusions based on the collected data	Final exam; project presentation; oral answers during exercises	electronic versions of presentations, exam forms; class notes regarding student participation
IB1_K04#	Knows selected quantitative and qualitative research methods used in market research. Has knowledge about their use in the processes of data collection and analysis, and inference in the field of international business.	Midterm test; exercises and cases	files with tasks performed by students; test forms
<u>Skills</u>			
IB1_S02#	Is able to apply the acquired theoretical knowledge in the field of marketing research to analyze and assess the situation of entities operating on domestic and international markets. Is able to formulate strategic recommendations and communicate them in the form of oral and written statements.	Case studies, tests and tasks solved in and outside class; final project report and presentation	exercises forms, case study sheets; files with group presentations; research reports
IB1_S03#	Is able to critically select and use various methods and tools for data processing and analysis; can search for sources of knowledge in the environment and use them in the preparation of his own studies.	Final research project	reports of group projects
IB1_S06#	Is able to apply the acquired theoretical knowledge in the field of international management and related academic disciplines and communicate them to the public in the form of oral and written statements as well as during debates and discussions.	Final research project report and presentation; final exam; case studies	exercises forms, case study sheets; files with group presentations; research reports

Social competences

IB1_C05#	Is ready for social interaction, has the ability to adapt to a working group, takes on various team roles related to the implementation of research projects.	Assessment of work done during project preparation; final group projects	group work evaluation forms; reports on group projects
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17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1	Written exam	Exam with various types of questions	50
2	Team project	Group work: written reports and oral presentations of the research study results	35
3	Individual work	Solving tasks assigned by the lecturer (case studies, preparation of research tools, collecting primary and secondary data, etc.), activity during classes	15

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

1. Churchill G.A., Brown T.J.: Basic Marketing Research. Wyd. South Western Educ Pub., 2006.
2. Malhotra N.: Marketing Research. An Applied Orientation. Wyd. Pearson Education, 2006.

Suggested readings:

3. Malhotra N. M. Peterson M.: Basic Marketing Research. A Decision-making approach. Wyd. Prentice Hall, 2006.
4. Churchill G.A., Iacobucci D.: Marketing Research: Methodological Foundations. Wyd. Harcourt Series in Marketing, Thomson Learning, 2001.

19. Language of instruction: ENG

20. Course instructors' recommendations:

- Exercises must be conducted in a computer lab because students will collect and analyze statistical data
- Students will need the following software:
 - Ms Office
 - SPSS