

COURSE DESCRIPTION CARD

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

<p>1. Course title: International Marketing Research</p>	<p>2. Course code: Number of ECTS credits: 4,0 Course completion mode: Z Course commenced / Year 2019/2020</p>																														
<p>3. Major: International Business</p>																															
<p>4. Department of major coordinator: Department of Consumption Research</p>																															
<p>5. Name of course instructor: Classes Danuta Babińska, Ph.D. Examiner Danuta Babińska, Ph.D.</p>																															
<p>6. Department of course instructor: Department of International Management</p>																															
<p>7. Number of contact hours with students:</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 40%;">Type of instruction</th> <th style="width: 30%;">Full-time study</th> <th style="width: 30%;">Part-time study</th> </tr> </thead> <tbody> <tr> <td>lectures</td> <td></td> <td></td> </tr> <tr> <td>classes</td> <td>28</td> <td></td> </tr> <tr> <td>foreign language classes</td> <td></td> <td></td> </tr> <tr> <td>lab classes</td> <td></td> <td></td> </tr> <tr> <td>seminars</td> <td></td> <td></td> </tr> <tr> <td>e-learning</td> <td></td> <td></td> </tr> <tr> <td>other</td> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>28</td> <td></td> </tr> <tr> <td>examination (hours)</td> <td>3</td> <td></td> </tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures			classes	28		foreign language classes			lab classes			seminars			e-learning			other			Total hours	28		examination (hours)	3	
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<p>8. Course timeframe - no. of semesters: 1</p> <p style="padding-left: 40px;">Course commencement / Year 2019/2020</p> <p style="padding-left: 40px;">Course commencement / Semester winter</p>																															
<p>9. Level of tertiary education: Master</p>	<p>10. Course status Compulsory for the major</p>																														
<p>11. Course prerequisites Compulsory: Recommended:</p>																															
<p>12. Course objectives: The main aim of the course is to make students familiar with the theoretical and information bases as well as methodology and specificity of marketing research conducted in an international and multicultural environment.</p>																															
<p>13. Teaching and learning methods:</p>																															

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case study analysis	The case study method is used to illustrate International Marketing Research related problems	8	
2.	Interactive lectures	Lectures are provided in an interactive way	6	
3.	Group discussions	Student in groups of 4-5 discuss problems companies have encountered while conducting international marketing research	5	
4.	Report workshops	Students work in teams under the supervision of the teacher on problems and challenges created while preparing the final report	9	
Total			AS:28	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case study preparation	Reading and reflecting on the assigned case studies	10	
2.	Literature studies	Studying compulsory and recommended literature, studying class notes	15	
3.	Teamwork work on final report	Working in groups on the final report	20	
4.	Reading source material	Getting familiar with further reading recommended by the teachers as indicated	15	
5.	Preparing for the final test	Studying compulsory and recommended literature, studying class notes, revising knowledge from case studies and assignments	12	
Total			BS:72	BN:

Total AS+BS = 100
 Examination (E) = -
 Total AS+BS+E= 100

Total AN+BN =
 Examination (E) =.....
 Total AN+BN+E =

14. Key words: international marketing research, equivalence, international comparisons

15. Course content:

1. International marketing research – the concept and scopes
2. Types of international marketing research
3. The sources of information for international marketing research (primary and secondary)
4. International comparative research based on secondary sources of information
5. The methodology of international comparative research
6. Planning direct international marketing research
7. The issue of equivalence in international marketing research
8. Selection of research methods and techniques in international marketing research
9. Methodological problems in conducting research, processing and communicating results

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>			
IB2_K05#	The student knows in-depth quantitative and qualitative research methods used in marketing research. Has in-depth knowledge of their use in the processes of analysis and inference in the field of international business. Has extensive and in-depth knowledge of methods and tools for obtaining and collecting data on foreign markets	Research report, written test	Examples of reports and tests
<u>Skills</u>			
IB2_S01# IB2_S03# IB2_S05#	The student is able to use in-depth knowledge in the formulation and innovative solution of complex, unusual problems in the area of national and international socio-economic processes. The student is able to search for sources of knowledge and experts in the environment and use their support in the preparation of their own studies. Is able to use innovative tools, techniques and forms of communication with stakeholders representing diverse cultural environments in an international context. Is able to plan, conduct in practice and coordinate research on several foreign markets and based on the results obtained formulate recommendations for the needs of a specific company. The student is able to formulate research questions and seek their explanation. Is able to formulate and test hypotheses related to simple research problems.	Final report, written test Research project and final report	Selected tests and reports Selected projects and reports
<u>Social competences</u>			
IB2_C01# IB2_C02#	The student is ready to critically assess the level of professional knowledge and skills in the field of international business. He is ready to develop his knowledge and previously acquired skills. It serves the ability of critical assessment and is able to formulate constructive feedback on the knowledge, organization of work or activities of other people with whom it is associated with team relationships or goals pursued jointly. The student is ready to recognize the importance of acquired knowledge in the field of international management and related academic disciplines in solving cognitive and practical problems and to consult experts in the event of difficulties in solving the problem on their own.	Report prepared in groups	Examples of reports

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.	Class participation	Class participation – taking active part in discussing “readings”, solving cases, making presentations and doing voluntary tasks	20 %
2.	Teamwork - international research project (secondary research report, primary research plan)	Preparing a secondary research report on entering 3 alternative markets and planning direct research for the one market selected	50 %
3.	Written test (open questions)	Evaluation the theoretical part of students’ knowledge	30 %

* 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:

Kumar V., Global Marketing Research, Sage Publications, 2015

Suggested readings:

Cavusgil S. T., Knight G., Riesenberger J., Yaprak A., Conducting Market Research for International Business, Businessexpert Press, 2009

Douglas S.P., Craig C. S., International Marketing Research, John Wiley & Sons, 2005

Additional source material recommended by the teachers

19. Language of instruction: English

20. Course instructors' recommendations: