

The Jerzy Kukuczka Academy of Physical Education in Katowice Faculty of Sport and Tourism Management			
Field of study and level of education:	Management - 1st degree		Mode of study: Full / Part time
Course title	MARKETING RESEARCH		
Nazwa grupy przedmiotów i jej symbol	Module in the area of social sciences	GNS	
Education profile	general - academic		
Language of instruction	english		
Type of education module	obligatoryjny	optional	X
Specialty	all specialties		
Year of study	Third degree		
Semester	Fifth		
Number of ECTS points	2		
Title / degree, name and surname lecturer	Agnieszka Chęcińska Kopiec PhD		
Directional learning effects - symbols	Learning outcomes		
KNOWLEDGE			
K_W01, K_W02,	K1	Get straight to the heart of important Marketing research concepts.	
K_W17, K_W18, K_W19	K2	In decisions to be taken in work-life, in practice and behavior, students can use the information acquired in the field of business and marketing research,	
K_W04, K_W09,	K3	Students can search for alternative solutions to unexpected situations in the field of business management and marketing research	
SKILLS			
K_U02, K_U04, K_U14	S1	By using the information gained in the field of marketing research, students can perform tasks and responsibilities assigned,	
K_U25, K_U26, K_U28	S2	can classify organizational structures useful for a given type of sports and tourist organization taking into account the specificity of their activities	
K_U16, K_U19, K_U25	S3	Students foresee issues that may arise in the field of idea od marketing researches and can come up with solutions,	
SOCIAL COMPETENCE			
K_K01, K_K02, K_K03	C1	With the awareness of need for life-long learning, they can follow progress in science and technology and can constantly renew themselves.	
K_K06, K_K07, K_K08	C2	is aware that proper communication facilitates running a business and allows for optimal decision making bases on marketing researches	
K_K09, K_K10	C3	Students can behave in accordance with the organization's business and social ethical values,	
Course contents	<ol style="list-style-type: none"> 1. Introduction to marketing research - Nature of marketing research 2. Planning the research project 3. Data Collection Techniques: 4. Secondary Data Sources; Uses of Secondary Data; 5. Structuring Primary Data Collection 6. Sampling 7. Measurement and scaling 8. Questionnaire design 9. Quantitative and Qualitative data analysis 10. Evaluation, reports and presentation 		

	<p>11. Applied marketing research</p> <p>12. Marketing research settings: business-to-business, services and internal marketing</p> <p>13. Global marketing research</p>
Prerequisites and additional requirements	not applicable
compulsory literature	<p>1. Practical Aspects in Doing International Business Redakcja: Tomasz Dorożyński, Janusz Świerkocki; Wydawnictwo Uniwersytetu Łódzkiego Rok wydania 2016</p> <p>2. Marketing Research, Global Edition; Pearson Education Limited; 2016.</p> <p>3. ESSENTIALS OF MARKETING RESEARCH, Tony Proctor, FOURTH EDITION Looking for a concise introduction to Market Research? Look no further. 2015.</p> <p>4. Marketing Research, Naresh K. Malhotra, 2012.</p>
Additional literature	<p>1. ESSENTIALS OF MARKETING RESEARCH, PAURAV SHUKLA, Marketing Research, 2008 Paurav Shukla & Ventus Publishing ApS ISBN 978-87-7681-411-3.</p> <p>2. Research METHODS FOR MANAGERS, John Gill and Phil Johnson, 2012</p> <p>3. Review of Marketing Research Review of Marketing Research VOLUME 4 Naresh K. Malhotra Editor M.E.Sharpe Armonk, 2008 by M.E.Sharpe, Inc</p> <p>4. The Influence of New Media on the Customer's Behavior on the Market. Available from: https://www.researchgate.net/publication/282423897_The_Influence_of_New_Media_on_the_Customer's_Behavior_on_the_Market , 2015, Agnieszka Chęcińska Kopiec (Agnieszka Chęcińska Zaucha).</p> <p>5. ECONOMIC MISSIONS AS AN INSTRUMENT TO SUPPORT BUSINESS TOURISM OF ENTERPRISES IN 2014-2020; Luis Ochoa Siguencia Agnieszka Chęcińska Kopiec Zofia Gródek-Szostak, 2018.</p>
Planned forms / activities / didactic methods	<p>Lecture: lecture with elements of discussion</p> <p>Workshops / exercises</p> <ul style="list-style-type: none"> • Simulation and case study analysis - conducted with activating methods; • solving selected problems in task-design teams
Methods for assessing the achievement of these learning outcomes	passing a single-choice written test and developing a given problem - project, presentation, case study, alone or in a group
Assessment methods	Grading / Examination
Assessment methods of learning outcomes	<p>Lecture: written test with open / closed questions or computational tasks</p> <p>Exercises / workshops: students perform specific tasks and solve team problems in group work;</p>
Criteria for assessing the achievement of the learning outcomes	<p>Assessment criteria for passing:</p> <p>1. To develop independently or in a group a given problem - a project, a multimedia presentation, an oral presentation, and activity during classes</p> <p>2. It is considered to be of sufficient value when the student:</p> <p>a) develop the given issue - project</p> <p>3. Formal requirements for receiving the pass mark:</p> <p>a) very good (5) - the student will develop a very well-designed project, and a multimedia presentation, which will be presented in the form of a speech and will show significant activity during classes</p> <p>b) good plus (4+) - the student will develop a very well-designed project, but with some shortcomings and a multimedia presentation, which will be presented in the form of an appearance will also show activity during</p>

	<p>classes</p> <p>c) good-student (4) - will develop a well-designed project and multimedia presentation, which will be presented in the class</p> <p>d) sufficient plus (3+) - the student will develop a well-designed project, but with some shortcomings and prepare a multimedia presentation</p> <p>e) Sufficient (3) - the student will develop a satisfactorily project</p> <p>f) Insufficient (2) - the student will not develop a given project or develop it badly</p>
Professional training	not applicable
FULL TIME STUDIES	<p>participation in lectures = 26 hours</p> <p>project preparation = 20 hours</p> <p>preparation for passing = 6 hours</p>
Balance of ECTS points	total number of hours = 52 hours
The amount of the study work during didactic hours 1h didactic = 45 minutes	<p>in direct contact with the teacher 50% of the hours</p> <p>number of ECTS points = 2 points</p> <p>Minimum number of student work hours 2 (ECTS points) = 2*26= 52 h</p>

Evaluation of learning outcomes				
Learning outcomes	Form of assessment			
	Test	Project	Teaching discussion.	Presentation
K1	X	X		X
K2	X	X		X
K3	X	X		X
S1	X	X		x
S2	X	X		X
S3	X	X		
C1		X	X	
C2			X	
C3			X	