

The Jerzy Kukuczka Academy of Physical Education in Katowice Faculty of Sport and Tourism Management			
Field of study and level of education:	Management – 2nd degree		Mode of study: Full / Part time
Course title	INTERNATIONAL MARKETING RESEARCH		
Name of the group of items and its symbol	Module in the area of social sciences	GNS	
Education profile	general - academic		
Language of instruction	english		
Subject implementation form	mandatory	optional	X
Specialty	all specialties		
Year of study	second degree		
Semester	second		
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	Students have the basic knowledge in the field of business management, and can define the basic concepts in the field of management	
K_W11; K_W16;	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 management,	
K_W14; K_W19;	K3	knows the principles of evaluation of entrepreneurial and effective activities and formulates the principles of making analyzes and management systems of organizations	
SKILLS			
K_U15; K_U17	S1	Students can communicate appropriately with people who will work under their responsibility, they can convey information about work on tasks assigned; verbally and orally accurate and on time,	
K_U20; K_U21	S2	Students can behave in accordance with the organization's business and social ethical values	
K_U15; K_U16	S3	Students can clearly describe practices/applications related to business management to colleagues, superiors and to people and groups and can do well in team-works,	
SOCIAL COMPETENCE			
K_K01; K_K02	C1	With the awareness of need for life-long learning, they can follow progress in science and technology and can constantly renew themselves.	
K_K09; K_K04	C2	By using the information gained in the field of business and management, students can perform tasks and responsibilities assigned,	
K_K05; K_K03	C3	Students have enough awareness in universality of social rights, social justice, quality, cultural and historical values, environmental protection, occupational health and safety issues,	
Course contents	<ol style="list-style-type: none"> 1. Marketing Research in a Global Environment. 2. Designing International Marketing Research. 3. Secondary Data Sources; Uses of Secondary Data. 4. Structuring Primary Data Collection. 		

	<ol style="list-style-type: none"> 5. Establishing the Comparability of Multicountry Data. 6. Data Collection Techniques. 7. Survey Instrument Design. 8. Sampling and Data Collection. 9. Multicountry Scales. 10. Analysis of Multicountry Data. 11. The International Marketing Information System. 12. Challenges Facing International Marketing Research. 13. Future Directions in International Marketing Research.
Prerequisites and additional requirements	knowledge of the English language at an advanced level in speech, writing and understanding
compulsory literature	<ol style="list-style-type: none"> 1. International Marketing Research Third edition C. SAMUEL CRAIG and SUSAN P. DOUGLAS Leonard N. Stern School of Business, New York University, 2015. 2. International Marketing Review Issues and advances in international marketing research Guest Editors: Rudolf R. Sinkovics and Thomas Salzberger Volume 23 Number 4 2006 ISSN 0265-1335 www.emeraldinsight.com/imr . 3. International Marketing in the Fast Changing World, Emerald Publishing Limited, ISBN13 (EAN): 9781785602337, 2015.
Additional literature	<ol style="list-style-type: none"> 1. Craig, C.S. and Douglas, S.P. (2001), "Conducting international marketing research in the twenty-first century", International Marketing Review, Vol. 18 No. 1, pp. 80-90. 2. Nakata, C. and Huang, Y. (2005) "Progress and promise: the last decade of international marketing research" ,Journal of Business Research, Vol. 58 No. 5, pp. 611-8. 3. The Influence of New Media on the Customer's Behavior on the Market., 2015, Agnieszka Chęcińska Kopic (Agnieszka Chęcińska Zaucha).
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> <ol style="list-style-type: none"> 1. To develop independently or in a group a given problem - a project, a multimedia presentation, an oral presentation, and activity during classes 2. It is considered to be of sufficient value when the student: <ol style="list-style-type: none"> a) develop the given issue - project 3. Formal requirements for receiving the pass mark: <ol style="list-style-type: none"> 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 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

	<p>activity during 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 = 13 hours</p> <p>preparation for passing = 13 hours</p> <p>total number of hours = 52 hours</p> <p>direct contact with the teacher 50% 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>
Balance of ECTS points	

Evaluation of learning outcomes				
Learning outcomes	Learning outcomes			
	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	