

1. Course information in compliance with the Study Programme of MANAGEMENT									
Course Name: <b>Market Research</b>							Course Code: <b>C4</b>		
Type of studies: <b>Bachelor's Full-time / Part-time</b>				Profile of education: <b>PRACTICAL</b>			Specialization scope: <b>all</b>		
Year: <b>II</b> Term: <b>3</b>				Course /module status: <b>obligatory / field course</b>			Course / module language: <b>English</b>		
Type of classes	Lectures	Practical classes			Total	consultation	ECTS Credits		
		tutorials	laboratory classes	seminars			Classes with lecturer	Independent work of student	Total
Teaching Hours Full time studies	15	-	15	-	30	3	1,2	0,8	2,0
including practical classes	-	-	15	-	15	2	0,6	0,4	1,0
Teaching Hours Part time studies	10	-	10	-	20	2	0,8	1,2	2,0
including practical classes	-	-	10	-	10	1	0,4	0,6	1,0
Form of examination	Graded pass / Exam								
Course / module Coordinator	dr Anna Białk-Wolf,								
Lecturers	dr Anna Sperska								
Priority effects of the item specified in the Senate resolution			Z_W01, Z_W02, Z_U02, Z_U03, Z_K02						
2. Lecturer tasks									
Course learning objectives:									
To get to know different types and methodology of a market research To be able to conduct market research properly in practice.									
Subject code	Expected learning outcomes							Reference to learning outcomes for the field of Management	
Knowledge									

<b>W_01</b>	The student knows and understands at an advanced level the issues occurring in brand management area, and also has the opportunity to acquire advanced knowledge of the right to use the marks goods, including their practical applications.	<b>Z_W01</b>
<b>W_02</b>	The student knows and understands methods and tools at an advanced level used in market research on the international market.	<b>Z_W02</b>
<b>Skills</b>		
<b>U_01</b>	The student is able to select the appropriate sources and information derived from them for the correct analysis of the causes and course of processes in the field of market research at the level of economic entities as well as obtaining, interpreting and using advanced theoretical and practical knowledge in order to assess and analyze their market situation, in particular in the field of research market.	<b>Z_U02</b>
<b>U_02</b>	The student can identify problems in the functioning of the organization, analyze them and develop proposals for solutions using selected methods and tools.	<b>Z_U03</b>
<b>Social competence</b>		
<b>K_01</b>	The student is willing to act in an entrepreneurial manner.	<b>Z_K02</b>
Topics of particular classes with the number of hours		
<p style="text-align: center;"><b>LECTURES</b> <b>(Theoretical classes)</b></p> <p>1I Introduction to the market research and analysis  - types of market research  - range of market research and analysis  - goals of market research and analysis 2h/2h  2I Types of market research – introduction to the methodology of research  - sources of data and information used in market research  - primary and secondary sources  - qualitative and quantitative research 2h/2h  3I Macroeconomic environment analysis  - range of general market analysis  - types of macroeconomic environment analysis with the focus on PEST analysis 1h/2h  4I 4. Market potential research and demand analysis 1h/2h  5I Sector analysis  - types of sector research  - sector analysis functions: market potential analysis and a market position analysis  - basic tools used in sector research: Porter's 5 forces, strategic groups map, benchmarking methods, portfolio methods 1h/2h  6I 6. Relations with potential and present customers analysis  - types of the research  - metrics and models used in relations' analysis 1h/2h  7I 7. Research and analysis' process and organisation 1h/2h  8 IT tools used in market research and analysis 1h/1h</p> <p style="text-align: center;"><b>LABORATORY</b> <b>(Practical classes)</b></p> <p>Laboratories follow the lecture and contain practical usage of the aspects described during lectures.</p>		

Methods of teaching	<ul style="list-style-type: none"><li>- lecture with multimedia presentation</li><li>- case studies</li><li>- work in groups: their own analysis and researches</li><li>- discussion</li></ul>				
Literature	<ul style="list-style-type: none"><li>1. H. Matthew, Market Research in practice,, Kogan Page, null, 2016</li><li>2. J. Birn,, The International Handbook of Market Research Techniques, Kogan Page, null, 2016</li></ul>				
Optional Literature	<ul style="list-style-type: none"><li>1. C.N.Knaflic, Storytelling with data, , John Wiley and Sons Ltd, null, 2015</li><li>2. Market Research Handbook, John Wiley and Sons Ltd,, null, 2007</li></ul>				
3. Tasks and time of independent student work					
Tasks descriptions		Number of hours		ECTS Credits	
		Full-time	Part-time	Full-time	Part-time
The tasks of theoretical		10	15	0,4	0,6
Preparation for classes and final exam		10	15	0,4	0,6
The tasks shaping practical skills		10	15	0,4	0,6
Carrying out a market research using the chosen method for the presentation		10	15	0,4	0,6
TOTAL student workload in hours		20	30	0,8	1,2
4. Methods of verification and documentation of the learning outcomes assessment					
Symbol of learning outcomes	Methods of verification and documentation				
W_01, W_02	Discussion at lectures, exam				
U_01, U_02	Student's activity in class, participation in discussions, preparation of presentations, solving practical examples				
K_01	Discussion during classes, exam				
	<b>Basic criteria of assessment:</b>  Lecture: exam Tutorials: - test - 15 points - activity during tutorials: 15 point - final presentation: 20 points - Together: 50 points Final modular grade: 40% exam, 60% tutorials				

	Assessment criteria: up to 50% - insufficient 51% - 60% - satisfactory 61% - 70% - a sufficient plus 71% - 80% - good 81% - 90% - a good plus from 91% - very good
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