The title of the course	**Global Marketing Research**
Faculty	Faculty of Management and Transport
The level of studies	Undergraduate (BA) Postgraduate (MA)
Semester	Winter or summer
Classes conducted for Polish students. Erasmus students can join them	International business models, International marketing
The form of classes and number of hours	Lectures and workshops 15 hours
Language of instruction	English
The number of ECTS	3 ECTS
Teacher	Katarzyna Żyminkowska, Associate Professor
The aims of the course (maximum 500 characters)	The aim of the course is to provide students with fundamentals of global marketing research and its methods.
The content of the course: main topics and key ideas	1. Introduction to marketing research for the emerging and developed markets 2. Designing and administering the research process 3. Survey research 4. Development of scales 5. Questionnaire design 6. Sampling 7. Data analysis 8. Reporting the results
Didactics methods	Power point presentations, case studies, conversation, working in groups
Course requirements	Attendance and presentation
Literature (basic and supplementary)	Basic: 1. Kumar V. (2015). Global Marketing Research, 1st ed., Sage. 2. Keegan W.J and Green M.C.(2013). Global marketing, 7th ed., Boston, Pearson. Suplementary: 1. Kotler P., Armstrong G., Harris L.C.,and Piercy N. (2017). Principles of Marketing European Edition, 7th ed. 2. Czinkota M.R., Ronkainen I., Sutton-Brady C., Beal T., and Stegemann N. (2014). International Marketing: Asia Pacific Edition, 3rd ed.
The effects of the education - knowledge - skills - social competences	- Student knows global marketing research process and methods - Student uses the correct terms to develop research design - Student works in a team to develop research questionnaire and sampling.