

SUBJECT:	International Market Analysis and Research		
HOURS:	45	ECTS:	

Name/title of the author:	
Course Description:	In developing international marketing strategy, information is even more important for effective marketing decisions. Knowledge about consumers, competitors and the market environment in other countries especially in global economy is crucial to gain competitiveness. The aspect how to gain and use this information is the challenge which will be discussed during the whole course showing first how to do the market analysis and then consumer and marketing research in the international context.
Learning Outcomes (Goals and Objectives of the course):	The goal of the course is twofold. First, it aims to provide some theoretical directions in conducting research and analysis for international marketing decisions, showing how to obtain the comparability in findings with integration or coordination of various research strategies and cultural differences across countries. Secondly, to learn – in practice - how to develop research design to international or cross-national research, understand the quantitative and qualitative methods used for international market analysis, and basic skills in diagnosing of measurement equivalence
Entrance qualifications:	Basic statistics, basic marketing
Course Content:	<p>International Market Analysis (Joanna Białynicka-Birula)</p> <ol style="list-style-type: none"> 1. Market as an object of analysis <ol style="list-style-type: none"> a. Classification of markets. b. Market as a system. 2. Gravity models in market analysis <ol style="list-style-type: none"> a. Spatial models of consumer decision making. b. Analysis of spatial interactions in market structures using Lakshmanan – Hansen model. c. Analysis of consumers' expenses. d. Gravity models in international trade analysis 3. Dynamic models in international market analysis <ol style="list-style-type: none"> a. Time series analysis. b. Determining linear trend function using the method of least squares. c. Interpretation of parameters. d. Verification of trend model. e. Prediction on the basis of trend function. f. Non linear trend functions. g. Types of fluctuations. regular movements (cyclical, seasonal and short-time fluctuations), h. Irregular variations. i. Interpretation of seasonal fluctuations (additive and multiplicative). j. Forecasting with seasonal indexes. 4. Analysis of dependencies in international market analysis <ol style="list-style-type: none"> a. Statistical significance of association. b. Test of independence chi square c. Correlation as a measure of degree of association d. Coefficients of correlation <p>International Marketing Analysis (Jolanta Perek – Białas)</p>

1. Introduction to International Marketing Research
 - a. The aim, of IMR
 - b. Research plan and research process
 - c. Examples of international marketing research
 2. Secondary data sources
 - a. Types of secondary data
 - b. Secondary data analysis in IMR - market entry, demand estimation and consumers behaviours.
 3. Issues in collecting primary data: sampling and data collection
 - a. Sampling process
 - b. Probability and nonprobability samples
 - c. Sample size
 - d. Data collection in international marketing
 - e. Weighting and poststratification in IMR
 4. Issues in collecting primary data: defining the unit of analysis,
 - a. Establishing comparability
 - b. Emic/Etic dilemma
 5. Introduction to analysis of multi – country data
 - a. Comparative and non-comparative analysis
 - b. Segmentation of consumers across countries
- International Marketing Research (Adam Sagan)
1. Research project and research design
 - a. Types of research design
 - b. Emic and etic perspectives in international marketing research
 - c. Equivalence in cross-cultural research
 2. Qualitative research in international context
 - a. Ethnography and the grounded theory
 - b. Means-end and laddering interviews
 3. Multicountry scale development and measurement equivalence
 - a. Questionnaire design
 - b. Translation strategies
 - c. Attitude scales
 - d. Types of measurement equivalence
 - e. Metric equivalence
 - f. Scalar equivalence
 - g. Error equivalence
 4. Equivalence of data gathering in international research
 - a. Response bias
 - b. Response set and response style
 5. Analysis of measurement and data gathering equivalence (lab session)
 - a. Introduction to factor analysis
 - b. Confirmatory factor analysis
 - c. Multigroup factor analysis
 - d. Diagnosis of metric and scalar equivalence

Assessment policy
(examination):

Research project and presentation

Course
materials/bibliography:

Bissgard S., Kulachci M., Time Series Analysis and Forecasting by Example, Wiley 2011.
 Craig, S. Douglas, S. International Marketing Research, Wiley and Sons
 2005 Chen P.Y., Popovich P.M., Correlation: Parametric and Nonparametric Measures, Sage University Paper Series on Quantitative Applications in Social Sciences, California 2002.

Methods of Instruction: Lectures, case studies, workshops, team work tasks, computer lab