SUBJECT: MARKETING RESEARCH					
Studies: Management I cycle studies Management Specialty: ALL			**Faculty: Management**		
Subject status	**Type of studies**	**Semester/ Term**	**Teaching hours**		**ECTS Points**
			lectures	**classes**	
	Full time studies	3	20	16	**6**

Course description:

The Marketing Research program is designed to equip students with the essential skills and knowledge needed to excel in the dynamic field of marketing through rigorous and systematic research. The curriculum encompasses a comprehensive study of research methodologies, both quantitative and qualitative, providing students with a well-rounded understanding of various approaches. An emphasis is placed on developing advanced data analysis skills, empowering students to interpret marketing data effectively. This includes hands-on experience with statistical tools and software widely used in the industry. The program delves into market intelligence, guiding students in the art of gathering and analysing data to inform strategic decision-making in marketing. Understanding consumer behaviour is a core component, with in-depth research enabling students to uncover insights into the preferences, motivations, and purchasing patterns of target audiences. The curriculum goes beyond data collection to focus on extracting strategic insights from research findings. This skill is crucial for formulating data-driven marketing strategies that align with business objectives and market dynamics. Furthermore, effective communication of research findings is emphasized. Students learn to present complex data in a clear and persuasive manner, facilitating collaboration with diverse stakeholders and supporting evidence-based decision-making in marketing. By merging theoretical knowledge with practical applications, the Marketing Research program prepares students to navigate the evolving landscape of marketing with a solid foundation in research methodologies and the ability to derive actionable insights from data. The course is filled in with many case studies and practical examples of Marketing research problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.

COURSE LEARNING OBJECTIVES:

1.Research Methodology Mastery: Develop proficiency in various research methodologies and techniques used in marketing research, including quantitative and qualitative approaches.
2.Data Analysis Skills: Acquire advanced data analysis skills to interpret and draw meaningful insights from marketing data, employing statistical tools and software.
3.Market Intelligence: Cultivate the ability to gather and analyse market intelligence to support effective decision-making in marketing strategy and product development.
4.Consumer Behaviour Understanding: Explore consumer behaviour through in-depth research, allowing for a comprehensive understanding of consumer preferences, motivations, and purchasing patterns.
5.Strategic Insights: Develop the skills to extract strategic insights from marketing research findings, enabling the formulation of data-driven marketing strategies and tactics.
6.Effective Communication of Findings: Enhance communication skills to convey research findings clearly and persuasively, facilitating collaboration with diverse stakeholders and supporting evidence-based decision-making.

Teaching the functions and role of Marketing research for contemporary market entities, developing skills in solving Marketing research problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on Marketing research problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Marketing research in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

The Marketing Research program is designed to equip students with the essential skills and knowledge needed to excel in the dynamic field of marketing through rigorous and systematic research. The curriculum encompasses a comprehensive study of research methodologies, both quantitative and qualitative, providing students with a well-rounded understanding of various approaches. An emphasis is placed on developing advanced data analysis skills, empowering students to interpret marketing data effectively. This includes hands-on experience with statistical tools and software widely used in the industry. The program delves into market intelligence, guiding students in the art of gathering and analysing data to inform strategic decision-making in marketing. Understanding consumer behaviour is a core component, with in-depth research enabling students to uncover insights into the preferences, motivations, and purchasing patterns of target audiences. The curriculum goes beyond data collection to focus on extracting strategic insights from research findings. This skill is crucial for formulating data-driven marketing strategies that align with business objectives and market dynamics. Furthermore, effective communication of research findings is emphasized. Students learn to present complex data in a

clear and persuasive manner, facilitating collaboration with diverse stakeholders and supporting evidence-based decision-making in marketing. By merging theoretical knowledge with practical applications, the Marketing Research program prepares students to navigate the evolving landscape of marketing with a solid foundation in research methodologies and the ability to derive actionable insights from data.

Main topics:

1. Marketing research – definitions and concepts
2. Marketing Research process – stages
3. Marketing Research System – MIS (structure, elements)
4. Research Methodologies in Marketing
5. Advanced Data Analysis Techniques
6. Market Intelligence and Competitive Analysis
7. Understanding Consumer Behaviour through Research
8. Formulating Data-Driven Marketing Strategies

Literature

Main texts:

1. Malhotra, Naresh K. ''Marketing Research: An Applied Orientation''. Pearson. 2017.
2. Churchill, Gilbert A., and Iacobucci, Dawn. "Marketing Research: Methodological Foundations". Cengage Learning. 2018.
3. Hair, Joseph F., Wolfinbarger, Mary, Ortinau, David J., and Bush, Robert P. ''Essentials of Marketing Research''. McGraw-Hill Education. 2019.

Additional required reading material:

4. Burns, Alvin C., and Bush, Ronald F. ''Marketing Research: Online Research Applications''. Pearson. 2017.
5. Zikmund, William G., Babin, Barry J., Carr, Jon C., and Griffin, Mitch. ''Business Research Methods''. Cengage Learning. 2019.

Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)
Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: ....