

MARKETING RESEARCH

Title of Study Programme and Code		Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
Business Management 6531LX076		Compulsory	1 st	2 nd year
Semester/trimester when the component is delivered		Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e-learning/...)
4 th		3 ECTS	English	
Learning outcomes			Study methods	Assessment methods
After completion of the study subject, a student should be able:			Lecture; Information search; Group work; Workshops; Self-study.	Project work; Tests.
LO 1	To describe the responsibilities of marketing research nature, scale and purpose.			
LO 2	To clarify the marketing research information in decision-making.			
LO 3	To describe the responsibilities of applied marketing research methods.			
LO 4	To clarify the key stages of the marketing research process.			
LO 5	To develop marketing research plan.			
LO 6	To conducting marketing research.			
LO 7	To formulate conclusions from the analysis of marketing research data.			
LO 8	To prepare a research report.			
Prerequisites (these courses must be successfully completed prior to taking this particular course)				
-				
Course content				
<ol style="list-style-type: none"> 1. Marketing Research significance and purpose of the research developments. Types of Marketing Research. 2. Marketing Research Process. 				

3. Information of the base, the use of the process of decision.
4. Qualitative Research.
5. Primary data collection: survey study.
6. Primary data collection: observation.
7. Experimental marketing research.
8. Measurements of marketing research. Attitude measurements.
9. Samples and Selection.
10. Data collection, processing, analysis and generalization.

Recommended or required reading and other learning resources/tools

1. Wilson, Alan, Harlow (2012). Marketing research: an integrated approach: Pearson.
2. Bradley and Nigel (2010). Marketing research: tools & techniques. Oxford: Oxford university press.
3. <https://onlinelibrary.wiley.com/results/global-subject-codes/ba80?target=topic-title-results>

