Course unit Descriptor	Faculty of Economics Subotica	UNIVERZITET U NOVOM SADU — UNIVERSITY OF NOVI SAD

GENERAL INFORMATION

Study program in which the course unit is offered	Economics
Course unit title	Marketing research
Course unit code	OS-208
Type of course unit[1]	Compulsory
Level of course unit[2]	First
Semester when the course unit is offered	Second
Year of study (if applicable)	Second
Number of ECTS allocated	6
Name of lecturer/lecturers	Nenad Djokic
Mode of course unit delivery[3]	Face-to-Face
Course unit pre-requisites (if any)	-

PURPOSE AND OVERVIEW (max 5-10 sentences)

Making business decisions based on the results of marketing research is one of the characteristics by which market-oriented companies differ from those that are internally oriented. Marketing research is also an initial stage in the marketing management process of the company. In the light of the performance data of companies that apply marketing concept, the study of marketing research is gaining additional significance. The goal of the course is to meet the students with the complexity of the implementation of the marketing research. Furthermore, the goal is to teach students practical skills regarding marketing research process.

LEARNING OUTCOMES (knowledge and skills)

The student will acquire the appropriate theoretical knowledge, as well as the skills related to the realization of marketing research with the goal of making the marketing management decisions within the companies.

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[1] Compulsory, optional
[2] First, second or third cycle (Bachelor, Master's, Doctoral)
[3] Face-to-face, distance learning, etc.

SYLLABUS (outline and summary of topics)

Theory

- Introduction to Marketing Research
- The Marketing Research Industry
- The Marketing Research Process & Defining the Problem and Research Objectives
- Research Design
- Secondary Data & Packaged information
- Utilizing Exploratory and Qualitative Research Techniques
- Evaluating Survey Data Collection Methods
- Understanding Measurement, Developing Questions, and Designing the Questionnaire
- Selecting the Sample
- Determining the Size of a Sample
- Dealing with Fieldwork and Data Quality
- Using Basic Descriptive Analysis, Performing Population Estimates, and Testing Hypotheses
- Implementing Basic Differences Tests
- Making Use of Associations Tests
- Understanding Regression Analysis Basics

Practice

Case studies and research on above listed topics

LEARNING AND TEACHING (planned learning activities and teaching methods)

Ex-catedra teaching, discussions, case-studies, presentations, group research work, tests.

REQUIRED READING

BURNS, Alvin C., BUSH, Ronald, F. : MARKETING RESEARCH, Boston: Pearson, 2014.

ASSESSMENT METHODS AND CRITERIA

The distribution of the number of points student obtains and corresponding marks are given below:

- Less than 51 points – mark 5 (unsatisfactory)
- 51-60 points – mark 6,
- 61 – 70 points – mark 7,
- 71 – 80 points – mark 8,
- 81 – 90 points – mark 9,
- 91 – 100 points – mark 10.

For obtaining satisfactory mark, a student must have at least 51% of pre-exam and at least 51% of exam points.

LANGUAGE OF INSTRUCTION

English