

Level: master					
Course title: Marketing research in tourism (MT218)					
Status: Obligatory for Tourism Module; optional for modules of Hotel Management and Hunting					
ECTS: 6					
Requirements: previously passed course in basic studies in Tourism Marketing					
Learning objectives Gaining knowledge in the field of research methods and techniques of marketing in tourism, construction and marketing of a comprehensive information system, without which there is no relevant decision-making.					
Learning outcomes Students will gain knowledge of basic needs, elements and importance of marketing research in tourism. Learning through concrete examples of commonly applied methods of marketing research, supporting the entire process of planning, preparation, execution, data processing and data interpretation. Research in the context of marketing information systems. Students trained in the organization, implementation and management of marketing research in tourism.					
Syllabus <i>Theoretical instruction</i> The importance of marketing research. Typology of marketing research. Holders of marketing research. The process of marketing research. Characteristics of successful marketing research. New opportunities in the field of marketing research. Programming of research activities. Sources of data for marketing research (the primary and secondary data, survey and research panels, experimental methods, data analysis). Sampling (concept and importance sampling, determination of sample size, sample type). Analysis, interpretation and forecasting. Creating a report conducted by marketing research. The problem of measurement in marketing research. Defining control marketing activities and some of its features. Management of marketing research (the role of managers and marketing researchers, costs and budgeting marketing research, marketing research organizations). Components of marketing information systems. The objectives of marketing information systems. Development and implementation of marketing information systems. The organizational context of marketing information systems. <i>Practical instruction</i> Review of domestic and foreign literature resources and content on the websites. Students need to find different methods of marketing research applied to specific research, as well as to carry out independent research and apply methods in form of the case studies.					
Weekly teaching load				4(60)	Other:
Lectures: 2	Exercises: 2	Other forms of teaching: /	Student research: /		