

Study Programme: Engineering Management			
Course Unit Title: Market Research and Consumer Behaviour			
Course Unit Code: IM1051			
Name of Lecturer(s): Đorđe Ćelić			
Type and Level of Studies: bachelor			
Course Status (compulsory/elective): elective			
Semester (winter/ summer): summer			
Language of instruction: english			
Mode of course unit delivery (face-to-face/distance learning): face-to-face			
Number of ECTS Allocated: 4			
Prerequisites: none			
Course Aims: The objective of the course is to master the basic knowledge in the field of market research and understanding the complex world of consumer behavior, which enables students to anticipate and adapt to the dynamics and nature of demand. The objective of the course is that the graduate engineer of management acquires competences for methodological implementation of market analysis and determining the behavioral preferences of consumers.			
Learning Outcomes: Students will be able to apply methods and techniques of market research and identifying profitable market segments. A graduated engineer of management acquires competencies for independent analysis of market demands and understanding consumer behavior, in order to timely decision-making within the marketing function and management of the entire business system.			
Syllabus. Introduction to market research; The analysis of market demands in terms of quantities and prices, and their comparison with the technical-technological, development and production-service capacities of the company; Application of market research methods and techniques - sampling, data collection and analysis; Application of QFD methods for analyzing customer/consumer technical requirements and their transfer to product/service characteristics; Preparation of reports and presentation of results; Significance of consumer behavior in engineering; The role of perception in consumer behavior; The role of motivation and emotions in consumer behavior; The role of cultural patterns in consumer behavior; The role of attitudes in consumer behavior.			
Required Reading: Relevant literature in English, tbd			
Weekly Contact Hours:2	Lectures: 2	Practical work: 1	
Teaching Methods: Teaching is conducted through lectures and computer exercises that follow audio-visual presentations of examples of good practice. At lectures, students get acquainted with the theoretical foundations of market research and consumer behavior. Computer exercises stimulate individual and group work through simulation of specific business situations, with a special emphasis on mastering software tools for analyzing and processing data.			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	Final exam	points
Attendance			
Computer exercises			
Tests (4x)			

