

NAME OF THE COURSE		Marketing research					
Code	EUB206	Year of study	3				
Course teacher	Goran Dedić, PhD Zoran Mihanović, PhD	Credits (ECTS)	5				
Associate teachers		Type of instruction (number of hours)	L	S	E	F	
			26		26		
Status of the course	Mandatory	Percentage of application of e-learning	30				
COURSE DESCRIPTION							
Course objectives	Upon successful completion of the module, students should be able to analyse business problems and develop and execute research project in the marketing context						
Course enrolment requirements and entry competences required for the course	Pre-requisites as defined by the Statutes and Regulations of the Faculty of Economics, University of Split.						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Students will gain knowledge required in order to plan and conduct marketing research projects, while developing ability to work in teams						
	Individual learning outcomes: <ul style="list-style-type: none">Determine essential theoretical concepts in marketing research and the role research plays in business managementFormulate research problems, research aims and hypothesesDevelop research instruments and decide on appropriate research samplePerform data collection and basic data analysisCreate research report and present main research findings						
Course content broken down in detail by weekly class schedule (syllabus)	Week	Lectures		Exercises:			
		Topic	Hours	Topic	Hours		
		1	Introduction to course <i>Definition and basic concepts in marketing research</i>	2	Forming of student groups, distribution of course materials and assignments	2	
		2	Introduction to marketing research <i>Marketing research and business decision making; Ethics in marketing research</i>	2	Case study – basic concepts in marketing research; Marketing research users	2	
		3	Conducting marketing research <i>Phases of the research process, Defining research problem and objectives</i>	2	Case study – scientific method and research ethics	2	
		4	Research design	2	Group project work – defining the research problem	2	
		5	Research design: Exploratory research - Secondary data		Using secondary data for research purposes	2	

	6	Research design Exploratory research – Qualitative research	2	Case study – Exploratory research	2
	7	Research design Descriptive research – survey and observation	2	Case study – Descriptive research	2
	8	Mid-term Exam			
	9	Research design Causal research – experimentation	2	Case study – Causal research	2
	10	Fundamentals of Measurement and Scaling in Marketing Research	2	Group project work – developing group project Questionnaire	2
	11	Questionnaire and Form Design	2	Group project work – developing group project Questionnaire	2
	12	Sampling: Design and Procedures	2	Case study – Sampling and samples in marketing research	2
	13	Sampling: Design and Procedures	2	Group project work – presentation of sampling plan Group project work - basic data analysis using SPSS	2
	14	Field work	2	Presentation of final group projects	2
	15	End-Term Exam			
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> on line in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> work with mentor <input type="checkbox"/> (other)		
Student responsibilities	Mandatory lecture and seminar attendance and active participation in course activities (case studies, discussions, group projects, self-evaluation quizzes) In order to meet module requirements for activities, students must attend 70% of classes (lectures and tutorial sessions). Active participation in course activities includes participation in individual and group tasks – assignments, discussions, case studies etc. These are evaluated through register of activities (quizzes taken, student papers submitted). Meeting module requirements is the prerequisite for taking the exam.				
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance (evaluated through self-evaluation quizzes)	0,2	Research	Practical training	
	Experimental work		Report	Case studies (Other)	0,3
	Essay		Seminar essay	(Other)	
	Tests	3,25*	Oral exam	(Other)	

	Written exam	3,25*	Project	1.25	(Other)	
Grading and evaluating student work in class and at the final exam	<p>During the semester, there will be two - mid and end-term exams, contributing a total of 65% to the final grade. In addition, students will be assigned to groups, working on a project which contributes 25% to the final grade. Active participation in group projects will be peer-evaluated by group members. Finally, during the semester quizzes from selected topics will be held contributing 6% to the final grade. Class attendance contributes with up to 4% to the final grade.</p> <p>*Students who pass the mid and end-term exams do not need to take the oral exam. If students are not satisfied with the grade they can take the oral exam.</p> <p>Grading system for the exams:</p> <p>0-54 fail (1) 55-66 satisfactory (2) 67-77 good (3) 78-88 very good (4) 89-100 excellent (5)</p> <p>In order to achieve a passing grade, students need to have:</p> <ul style="list-style-type: none">- successfully passed both exams (achieving a minimum of 55 points on each test)- actively participated in group project work which have been graded positively <p>Final grade is calculated as the sum of:</p> <ol style="list-style-type: none">1) sum of written exam grades (weighting factor - 0.65)2) sum of group assignment grades (weighting factor - 0.25)3) sum of individual assignment grades (weighting factor - 0.06)3) percentage of class participation (weighting factor - 0.04) <p>Students who fail mid and end-term exams need to take the final exam. The final exam can be organised as a written or oral exam.</p> <p>Students who pass both mid and end-term exam do not need to take the final exam.</p>					
Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media	
	- Malhotra, N. 2004. Marketing Research: An Applied Orientation. 6th global ed. Prentice Hall			2	-	
Optional literature (at the time of submission of study programme proposal)	<ul style="list-style-type: none">- Pallant, J. 2016. SPSS Survival manual. 6th ed. Open University Press.- Burns, A.C. and Bush R.F. 2014. Marketing Research. 7th ed. Prentice Hall- The Coca-Cola Company. 2012. The Real Story of New Coke. [ONLINE] Available at: https://www.coca-colacompany.com/stories/coke-lore-new-coke. [Accessed 8 May 2017].- Youn, S., Lee, M. and Doyle, K.O. 2003. Lifestyles of online gamers: A psychographic approach. Journal of Interactive Advertising. 3(2). pp 49-56.- GfK Insights blog (blog.gfk.com)- Pew Research Center (www.pewresearch.org)					
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none">• Evaluation of class attendance and fulfillment of student obligations (course teacher)• Teaching supervision (vice dean)• Analysis of studying successfulness across all study courses (vice dean)					

	<ul style="list-style-type: none"> • Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement center) • Exams, conducted by the course teacher, covering all course learning outcomes. Exam content is periodically assessed for the purpose of the learning outcomes adequacy review (vice dean)
Other (as the proposer wishes to add)	