

MARKETING RESEARCH

COURSE SYLLABUS ABSTRACT of higher education institution

Speciality 1-28 01 02 – Digital Marketing

	STUDY MODE		
	full-time	part-time	part-time (shortened program)
Year	2, 3	3, 4	2, 3
Semester	4, 5	5, 6, 7	4, 5, 6
Lectures, hours	84	20	18
Practical classes (seminars), hours	32	8	8
Laboratory classes, hours	16	6	6
In-class test (semester, hours)		5, 6 (4 hours)	4, 5 (4 hours)
Course paper, semester	5	7	6
Pass/fail, semester	4	5	4
Exam, semester	5	6	5
Contact hours	132	38	36
Independent study, hours	144	238	240
Total course duration in hours / credit units	276 / 7,5		

1. Course outline: Marketing research system as an element of the marketing information system of a company (firm). Types of marketing research of a company (firm) and the methods to collect information used in them. Collection of primary information in the process of field marketing research. Basic methods of statistical analysis of marketing research data. Market research report.

2. Course learning outcomes: upon completion of the course, students will be expected to

- know: methods of marketing research and the scope of their application, methodology for developing a research program, types, sources, methods of collecting and processing primary and secondary information;

- be able to: choose the type of research, use marketing research tools, standard marketing research schemes, standard computer application software packages, use the results of marketing research to justify and make management decisions on the product range, prices, sales, advertising, service;

- possess: software and tools for statistical processing of marketing research results.

3. Competencies: be able to apply basic scientific and theoretical knowledge to solve theoretical and practical problems (AC-1), possess system and comparative analysis (AC-2), possess research skills (AC-3), be able to work independently (AC-4), be able to generate new ideas (be creative) (AC-5), possess an interdisciplinary approach to solving problems (AC-6), have oral and written communication skills (AC-8), be able to learn, improve one's skills throughout live (AC-9), use the basic laws of natural science disciplines in professional activity (AC-10), understand the basic provisions of economic theory, apply them taking into account the market economy (AC-13), organize one's work on a scientific basis, independently evaluate the results of one's activities (AC-14), possess the qualities of citizenship (SPC-1), be capable of social interaction (SPC-2), have the ability to interpersonal communication (SPC-3), be capable of criticism and self-criticism (SPC-5), be able to work in a team (SPC-6), analyze the market situation and forecast demand using mathematical and software tools (PC-1), develop a marketing strategy (market identification and segmentation, selection of target segments, positioning and development of a marketing mix) (PC-2).

4. Requirements and forms of midcourse evaluation and summative assessment

The module-based rating system is used. Mid-course evaluation: assessment of work in practical classes, tests, defending of reports on laboratory classes. Summative assessment: pass/fail, exam.