

MARKETING RESEARCH

COURSE SYLLABUS ABSTRACT

Speciality 1-28 01 02 – Digital Marketing

	STUDY MODE				
	full-time		part-time		
Year	2	3	3	4	
Semester	4	5	5	6	7
Lectures, hours	50	34	10	8	
Practical classes (seminars), hours	16		4		
Laboratory classes, hours		16		6	
In-class test (semester, hours)			5 (2 hours)	6 (2 hours)	
Course paper, semester		5			7
Pass/fail, semester	4		5		
Exam, semester		5		6	
Contact hours	66	50	16	16	
	116		32		
Independent study, hours	42	58	92	92	
	100		184		
Total course duration in hours / credit units	108 / 3	108 / 3	108 / 3	108 / 3	
	216 / 6				

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. Marketing 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

BPC-18. Carry out a complex of marketing research for the purpose of information support of strategic and tactical marketing decisions.

UC-1. Possess the basics of research activities, search, analyze and synthesize information.

UC-5. Have the skills of self-development and improvement in professional activity.

UC-6. Take the initiative and adapt to changes in professional activity.

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.