

MARKETING RESEARCH

COURSE SYLLABUS ABSTRACT

Speciality 6-05-0611-04 Electronic economy

Concentration Electronic Marketing

	STUDY MODE			
	full-time		part-time	
Year	2	3	3	
Semester	4	5	5	6
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		6
Pass/fail, semester	4		5	
Exam, semester		5		6
Contact hours	66	50	16	16
	116		32	
Independent study, hours	78	58	128	92
	136		220	
Total course duration in hours / credit units	144 / 4	108 / 3	144 / 4	108 / 3
	252 / 7			

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;
- to possess a skill: of using software and tools for statistical processing of marketing research results.

3. Competencies

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

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

Be capable of self-development and improvement in professional activity.

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.