**COURSE DESCRIPTION**

<table>
<thead>
<tr>
<th><strong>University:</strong></th>
<th>Comenius University in Bratislava</th>
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<tbody>
<tr>
<td><strong>Faculty:</strong></td>
<td>Faculty of Management</td>
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<tr>
<td><strong>Course ID:</strong></td>
<td>FM.KMk/029AM/16</td>
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<tr>
<td><strong>Course title:</strong></td>
<td>Marketing Research</td>
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**Educational activities:**
- **Type of activities:** lecture / seminar
- **Number of hours:**
  - per week: 2 / 2
  - per level/semester: 28 / 28

**Form of the course:**

**Number of credits:** 6

**Recommended semester:**

**Educational level:**

**Prerequisites:**

**Course requirements:**

The grading will be based on research project of the students. The project will be done in groups of 2-3 students; in every class the students make a part of the project. The reporting should be very detailed in terms of strategic implications and possible courses of action based on the research findings. The research project must include:
- Authorization letter for the research
- Table of contents
- Executive summary
- Research objectives
- Methodology
- Results
- Conclusions and recommendations
- Appendices (containing a copy of questionnaire)

Grading scale: 100 – 91=A/ 90-81=B/ 80-73=C/ 72-66=D/ 65-60=E/ 59-0=Fx

**Learning outcomes:**

The purpose of this course is to learn how plan and implement a marketing research project. Upon successful completion of this class, course participants will have a working knowledge of the following:
1. To be able to conduct a marketing research project from start to finish.
2. To design research to fit a variety of marketing problems.
3. To learn how to analyze marketing data using SAS
4. To interpret statistics and to make judgments about data.
5. To learn the language of marketing research.
6. To learn more about marketing and consumer behavior by conducting research.

**Class syllabus:**

Course description:
1. Introduction To Marketing Research
   - Role of marketing research in marketing
   - Definition
   - Scope
• Significance
• Limitations
• Obstacles in acceptance
• Ethics in marketing research
• Difference between Marketing Research and Market Research
• Introduction to Market Research
• Types of Research
2. Research process
• Introduction
• Identification of Management Problem
• Formulation of Research Problem
• Steps in Research Process
• Common Research Errors
• Evaluation and Control of the Marketing Research Efforts
3. Research designs
• Introduction
• Definition of Research Design
• Types of Research Design
• Exploratory Research
• Conclusive Research
4. Sources and collection of Secondary Data
• Introduction
• Types of data
• Secondary data
• Advantages & Limitations of secondary data
• Internal Sources
• External Sources
5. Sources and collection of Primary Data
• Primary Data
• Advantages & Limitations of primary data
• Methods of Collecting Primary Data
• Survey method of Primary Data Collection
• Questionnaire Design
• Observation Method
• Consumer Panel Method
• Experimental Research Method
• Others
6. Scaling Techniques
• Concept of Attitude
• Types of Scales
• Criterion for good scale
• General Procedure in Attitude Scaling
• Selected Attitude Scales
• Limitations of Attitude Scale
7. Sampling Design
• Some basic Terms
• Advantages of Sampling
• Disadvantages of Sampling
• The sampling process
<table>
<thead>
<tr>
<th>Sampling methods</th>
<th>Characteristics of Good Sampling Design</th>
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<tbody>
<tr>
<td>sampling and non sampling errors</td>
<td>Sample size calculation (Numerical expected)</td>
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<tr>
<td>Practical considerations in determining sample size.</td>
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8. Data analysis
- Data Processing
- Data Analysis
  - Univariate analysis
  - Bivariate analysis
  - Multivariate analysis
  - Simple and cross tabulation
  - Simple and multiple regression
- Factor analysis.

9. Hypothesis testing
- Introduction
- What is Hypothesis
- Types of tests and test selection
  - One sample test
  - Two-Independent Sample tests
  - Two-related sample tests
  - Chi-square test
- Tests for large and small samples (Numerical expected)

10. Report writing
- Purpose of Report
- Classification of Report
- Functions of Research Report
- Types of Reports
  - Principles of report writing
  - Fundamentals of good reports

11. Applications of Marketing Research
- Cluster analysis for identifying market segments
- Conjoint analysis for Product research
- Multi-dimensional scaling
- Discriminant analysis and perceptual mapping for Brand positioning research
- Advertising research
- Market and Sales Analysis
- Sales forecasting – objective and subjective methods
- Test marketing
- Multidimensional scaling - positioning research

12. Setting up & Implementation of Marketing Research Project
- Introduction
- Steps in formulating Market Research Projects

**Recommended literature:**

**Languages necessary to complete the course:**
English

**Notes:**
<table>
<thead>
<tr>
<th>Past grade distribution</th>
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<tr>
<td>Total number of evaluated students: 184</td>
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<tr>
<td>Hodnotenie predmetu sa zobrazí až v prípade zaradenia predmetu do nejakého študijného plánu.</td>
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<tr>
<td>Lecturers: Mgr. Lucia Vilčeková, PhD.</td>
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<td>Last change: 23.06.2020</td>
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<td>Approved by:</td>
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