

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/028AM/16	Course title: Marketing Research
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: 40 % research project. Evaluation will be based on the quality level of the research project. 60 % final test. Final test will be composed as combination of open and closed questions from lectures and project. Written, online test using the selected application (MS Forms) Electronic communication and method of distribution of study materials is carried out by MS Teams application. The semester project is elaborated continuously at individual seminars, namely the assignment is always given one week in advance at the seminar. Students develop a research project independently according to the teacher's assignment. Semester project is handed out without the possibility of additional adjustments and additional exchanges. Exam dates will be determined based on the coordination of dates no later than 1 week before the start of the exam period. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: After completing the course students will be able to analyze and interpret data that are used in marketing practice. They will obtain the ability and skills required to work in managerial and professional positions using the information in the context of marketing management. Students will be eligible to solve complex problems related to research and they will be able to analyze the market and customers..	
Class syllabus: 1. The role of marketing research in management of marketing activities – introduction. 2. Process of marketing research. 3. Typology of marketing research. 4. Survey as marketing research method. 5. Observation as marketing research method. 6. Experimental design in marketing research. 7. Sampling. 8. Panel research and omnibus research. 9. Data analysis – descriptive analysis: one-dimensional, two-dimensional and multidimensional	

descriptive analysis.

10. Hypothesis testing.

11. Data analysis – advanced analysis: regression analysis, correlation coefficient, factor analysis.

12. Data analysis – advanced analysis: structural equation modeling, cluster analysis and conjoint analysis.

13. Tendencies in the development of marketing research.

Recommended literature:

- DARYANTO, A.: An Introduction to Quantitative Research Methods for Marketing: Tools and Techniques Using SPSS and R, Routledge, 2025. ISBN 978-1-032-52564-8
- HAGUE, P. N., HAGUE, N., 2004. Market Research in Practice: A Guide to the Basics. Pages: 257, Publisher: Kogan Page Ltd, 2004. E-source: <<http://site.ebrary.com/lib/uniba/Doc?id=10084442>>
 - CHURCHILL, A. G. – IACOBUCCI, D., 2010. Marketing Research. Methodological Foundations. South-Western, Cengage Learning, 2010. ISBN 0-538-74377-8
 - KUMAR, V., 2015. Marketing research. A global Outlook. New Dehli: Sage Publications, 2015. ISBN 978-93-515-0248-7
 - SCHARRER, E. a RAMASUBRAMANIAN, S., 2021. Quantitative Research Methods in Communication. The Power of Numbers for Social Justice. Rountledge, 2021. ISBN 978-0-367-54785-1

Languages necessary to complete the course:

English

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *each student consistently achieves his/her study results honestly during his/her studies; does not cheat or use dishonest procedures during any form of verification of his study knowledge and knowledge*. Cases of violation of this provision can be assessed as a violation of obligations arising from legal regulations (...). Such an assessment may be associated with applying relevant legal consequences on an academic, (...) or disciplinary level.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, *a student's disciplinary offence is any form of writing off or illegal cooperation or hinting during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the course, or the use of technical devices or any information carriers in a way other than permitted during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the subject*. Some of the disciplinary measures may be imposed on the student for a committed disciplinary offence: reprimand, conditional expulsion from studies or expulsion from studies.

Notes:

Past grade distribution

Total number of evaluated students: 295

Hodnotenie predmetu sa zobrazí až v prípade zaradenia predmetu do nejakého študijného plánu.

Lecturers: Mgr. Lucia Vilčeková, PhD.
Last change: 14.04.2026
Approved by: