



Syllabus

Term: 2025/26/2 **Subject name:** Marketing Research **Subject code:** B19GMB11E

Unit (Unit code) Department of Marketing and Tourism (MTI)

Lecturer responsible for the course: Dr. NÉMETH Péter

Requirement: Exam

Classes per week : 2/2/0/0

Classes per term:

Purpose of education:

The aim of the module is to build the understanding and the ability to define market research problems properly and to match the required methodology to these. Furthermore it is intended to enable students to evaluate research outcomes including the appropriateness of statistical analysis applied.

On the lectures of the module, students will get lectures about those topics that are mentioned in the content session. In the seminars, students will work on corporate project in groups. During the semester students will conduct a market research – the whole project from the briefing part to the research presentation part

Upon the successful completion of this course, students should be able to:

1. evaluate marketing research as a process that involves a sequence of activities, each compatible with the preceding stage [PILO3]
2. solve given marketing research problem by designing complex market research methodology [PILO1]
3. assess the strengths and weaknesses of alternative research designs, and be able to combine different research methods [PILO1]
4. be aware of the many sources of marketing information and be aware of the various means for gathering such information, and predict based on the results [PILO2, PILO4]
5. translate a marketing problem into a feasible research question, and recommend suitable methodology [PILO2]
6. be able to design and formulate a basic survey research project, evaluate the results, and conclude the main thoughts [PILO5, PILO6]

Contents:

- Introduction to Marketing Research



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Contents:

- Defining the Marketing Research Problem and Developing an Approach
- Research Design
- Exploratory Research Design: Secondary Data
- Sampling: Design and Procedures, Final and Initial Sample Size Determination
- Descriptive Research Design: Survey and Observation
- Measurement and Scaling: Fundamentals and Comparative Scaling

Measurement and Scaling: Noncomparative Scaling Techniques

Questionnaire and Form Design

- Exploratory Research Design: Qualitative Research
- Framework of Field Work
- Data Preparation, Qualitative Data Analysis
- Report
- Presentation, Preparation for iExpo

System of examining and valuation:

Name of the element	Weight of the element in the assessment structure	Type of the element (coursework/ exam)	Details of the element <ul style="list-style-type: none"> • in the case of exam: the type of the exam (midterm exam, final exam etc.), length of the exam • in the case of coursework: the type of coursework (e.g. Individual vs. group work, assignment, presentation etc.) 	Retake opportunities	Required to pass the course irrespectively of the performance in other assessment elements (yes/no)	Related CILO



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System of examining and valuation:

short test (individual task)	10%	coursework	a short test in the beginning of 7 lectures	none	no	CILO1, CILO4
Teamworks (group tasks)	20%	coursework	students work in groups during the semester, solving tasks from class to class in the MS Teams interface of the course.	Assignments can be made up during the teaching term.	yes	CILO2, CILO3, CILO5
Team presentation of research results on iExpo (group task)	20%	coursework	Students present their results on iExpo at the end of the semester.	none	yes	CILO6
final exam (individual examination)	50%	exam	final exam	retake exam	yes	CILO1, CILO3, CILO4

Bibliography:

Essential

- Naresh K. Malhotra: Basic Marketing Research. International edition. 4th edition. Pearson 2011

Bibliography:



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