



# MARKETING RESEARCH

## General data

Course code:	B19GMB11E
ECTS credits:	7
Semester:	4/6 <sup>th</sup> , spring
Type of course:	Business elective
Course restrictions:	Introduction to marketing is advised to be completed when registering to the course.
Course leader (with availabilities):	Krisztián Szűcs <a href="mailto:szucs.krisztian@tkk.pte.hu">szucs.krisztian@tkk.pte.hu</a>
Further lecturer(s) (with availabilities):	Péter Németh <a href="mailto:nemeth.peter@tkk.pte.hu">nemeth.peter@tkk.pte.hu</a> Erika Lázár <a href="mailto:lazar.erika@tkk.pte.hu">lazar.erika@tkk.pte.hu</a>

## 1. Description and aims

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.

## 2. Intended Learning Outcomes (ILOs)

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]

## 3. Content, schedule

1. Introduction to Marketing Research
2. Defining the Marketing Research Problem and Developing an Approach
3. Research Design
4. Exploratory Research Design: Secondary Data
5. Exploratory Research Design: Qualitative Research
6. Descriptive Research Design: Survey and Observation



7. Measurement and Scaling: Fundamentals and Comparative Scaling
8. Measurement and Scaling: Noncomparative Scaling Techniques
9. Questionnaire and Form Design
10. Sampling: Design and Procedures, Final and Initial Sample Size Determination
11. Framework of Field Work
12. Data Preparation, Data Analysis
13. Report and Presentation

#### 4. Learning and teaching strategy, methodology

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.

#### 5. Assessment

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"> <li>- in the case of exam: the type of the exam (midterm exam, final exam etc.), length of the exam</li> <li>- in the case of coursework: the type of coursework (e.g. individual vs. group work, assignment, presentation etc.)</li> </ul>	Retake opportunities	Required to pass the course irrespectively of the performance in other assessment elements (yes/no)	Related CILO
<b>short test</b> (individual task)	10%	coursework	a short test in the beginning of each lectures	none	no	CILO1, CILO4
<b>team presentation of research quotes</b> (group task)	20%	coursework	students will work in team, and they have to prepare a research quote based on a research brief that they will get in the beginning of the semester	the quote should be prepared individually by the student retaking this part of the assessment	yes	CILO2, CILO3, CILO5
<b>team presentation of research results</b> (group task)	20%	coursework	students will work in team, and they have to conduct a research project based on the research quote that they prepare. At the end of the semester	a presentation should be prepared about a given topic	yes	CILO6



			student have to present the main research results.			
<b>final exam</b> (individual examination)	50%	exam	final exam	retake exam	yes	CILO1, CILO3, CILO4

## 6. Learning materials

### Essential

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

### Recommended

- Cahill, D: When to use qualitative methods: a new approach. Marketing Intelligence and Planning 14/6 1996 p.16-20.
- Hofstede et al.: An investigation into the association pattern technique as a quantitative approach to measure means-end chains. International Journal of Research in Marketing 15 1998 p.37-50
- Gibson, L.D.: Quo Vadis, Marketing Research? Marketing Research, Spring 2000 p. 36-41
- Wilson, A., Laskey N.: Internet base marketing research: a serious alternative to traditional research methods? Marketing Intelligence and Planning 21/2 2003 p.79-84
- Szűcs, K. – Lázár, E. – Németh, P. (2020): Marketing research 2.0. University of Pécs, Digitália (<https://digitalia.lib.pte.hu/hu/pub/szucs-lazar-nemeth-marketing-research-2-0-pte-ktk-pecs-2020-5066>)

## 7. Further information

Other learning materials might be shared with the students during the semester on MS Teams and/or Moodle.