



Syllabus

Term: 2025/26/2 **Subject name:** Marketing Analysis and Planning **Subject code:** M23VFB03E

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

Lecturer responsible for the course: Dr. SZÚCS Krisztián

Requirement: Exam

Classes per week : 6/0/0

Classes per term:

Purpose of education:

This course aims to provide an overview of the changing landscape of Consumer Research (CR) including trends, new business models, methods and the application of the projects' outcomes. Building on the fundamentals of Marketing Research, students will not just be able to communicate with research companies but also will be able to prepare and carry out their own research projects and prepare action plans for the implementation.

Discussing special fields of CR will help students to work in several industries from media to retail companies, especially with the help of experts, professionals from various fields who cooperate during the course with guest lecture, mentoring projects, etc. During the course, students will be introduced to the most popular digital tools that support analysis of the brand, the product or the company itself.

In this module, students will also work on a dedicated project where they will learn the applications of the tools we discussed previously.

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

1. evaluate state-of-the-art consumer research (CR) methodology (PK1),
2. design different research projects based on case studies, briefs (PK3),
3. identify applied fields of CR (PK4),
4. construct approaches to optimize research outputs (PK2),
5. demonstrate meaningful insights from empirical data (PK8).



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6. perform in teams but also experience working individually (PK5),
7. formulate their own viewpoints and critique others' (PK7),
8. organize fieldwork and data analysis (PK8),
9. evaluate their own competences and identify fields to be developed (PK7).

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)

Contents:

1. L: Introduction: context of Consumer Research, fundamentals of MR S: Introduction to survey research and datasets
S: Introduction to SPSS
2. L: Trends in Consumer Research: Role of Technology S: SPSS: frequency analysis
S: SPSS: frequency analysis
3. L: Trends in Consumer Research: Observations, Neuromarketing S: Visualisation of frequency analysis' results
S: SPSS: correlation
4. L: Trends in Consumer Research: Secondary Data 2.0
S: SPSS: crosstabs, variance analysis
S: Visualization of crosstabs and variance analysis results
5. L: Trends in Consumer Research: Online Qualitative Techniques S: SPSS: factor and cluster analysis
S: SPSS: factor and cluster analysis
6. L: Trends in Marketing Research: Online Quantitative Techniques S: Developing research



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Contents:

report and presentation

S: Developing research report and presentation

7. L: Applied Consumer Research: Lifestyle & Segmentation S: Carrying out an innovative market research project

S: Carrying out an innovative market research project

8. L: Applied Consumer Research: Satisfaction Surveys S: Carrying out an innovative market research project S: Carrying out an innovative market research project

9. L: Applied Consumer Research: Measuring Brand Performance S: Carrying out an innovative market research project

S: Carrying out an innovative market research project

10. L: Applied Consumer Research: Media Research

S: Carrying out an innovative market research project S: Carrying out an innovative market research project

11. L: Applied Consumer Research: Research in the Retail Industry S: Carrying out an innovative market research project

S: Carrying out an innovative market research project

12. L: Guest lecturer

S: Team Presentations S: Team Presentations

System of examining and valuation:

Formative assessment elements:

Assessing students' performance is continuous in this course as they need to be prepared for every seminars and work with their own data. Lectures are interactive and students work in teams.

Summative assessment elements:

For the last class they have to prepare a team presentation (40%) with the research outputs (SPSS and innovative



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market research project). They also take part in an oral final exam (60%)

Individual Assessment: 60%

Group Assessment: 40%

Name of the element

Presentation (40%)

Final presentation of the projects

Retake opportunity: no

Related CILOs: 1,2,4,5,6,8

Final exam (60%)

Oral exam from the theoretical

Retake opportunity: yes

Related CILOs: 3,7,9

** Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements*



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System of examining and valuation:

Bibliography:

Szűcs, K., Lázár, E. & Németh, P. (2021): Marketing Research 2.0. The University of Pécs, Harrison, M., Cupman, J., Truman, O., & Hague, P. N. (2016). Market Research in Practice: An Introduction to Gaining Greater Market Insight. Kogan Page Publishers.

Bibliography: