



# MARKETING ANALYSIS AND PLANNING

## General data

Course code:	M23VFB03E
ECTS credits:	9
Type of the course:	specialized core course
Semester:	Spring, Semester 3
Course restrictions:	-
Course leader (with availabilities):	<i>Dr. Krisztián SZÚCS, Associate Professor</i> +36 72 501-599/23115 <a href="mailto:szucsk@tkk.pte.hu">szucsk@tkk.pte.hu</a> office: B226
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## 1. Description and aims

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.

## 2. Intended Learning Outcomes (ILOs)

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

- CILO 1. evaluate state-of-the-art consumer research (CR) methodology (PILO1);
- CILO 2. design different research projects based on case studies, briefs (PILO3);
- CILO 3. identify applied fields of CR (PILO4);
- CILO 4. construct approaches to optimize research outputs (PILO2);



- CILO 5. demonstrate meaningful insights from empirical data (PILO8);
- CILO 6. perform in teams but also experience working individually (PILO5);
- CILO 7. formulate their own viewpoints and critique others' (PILO7);
- CILO 8. organize fieldwork and data analysis (PILO8);

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

### 3. Content, schedule

1. L: Introduction: context of Consumer Research  
L: Introduction: online marketing planning (persona and customer journey planning)  
S: Business Problems Evaluations
2. L: Trends in Consumer Research: Role of Technology  
L: Customer experience management and planning  
S: Questionnaire development
3. L: Trends in Consumer Research: Secondary Data 2.0  
L: Social influence and social advertising  
S: Pre-test of the questionnaire
4. L: Trends in Consumer Research: Observations, Neuromarketing  
L: Online marketing evaluations and measurement (Google analysis)  
S: Field work, the structure of SPSS
5. L: Trends in Consumer Research: Online Qualitative Techniques  
L: Social benchmarking, social listening and other helpful tools (e.g. SEO, Crazyegg) in online marketing  
S: Database management, SPSS functions
6. L: Trends in Marketing Research: Online Quantitative Techniques  
L: Introduction to Google advertising (Search engine marketing)  
S: Database management, SPSS functions
7. L: Applied Consumer Research: Lifestyle & Segmentation  
S: Advanced Google advertising (PPC marketing – display advertising) I.  
S: Database management, importing a database, consistency analysis
8. L: Applied Consumer Research: Satisfaction Surveys  
S: Advanced Google advertising (video advertising, campaign optimization) II.  
S: Univariate statistical analysis: frequency, histograms
9. L: Applied Consumer Research: Measuring Brand Performance  
S: Meta advertising I.  
S: Univariate statistical analysis: mean values
10. L: Applied Consumer Research: Media Research  
S: Meta advertising II. and TikTok advertising



- S: Multivariate statistical analysis: factor analysis  
 11. L: Applied Consumer Research: Research in the Retail Industry  
 S: Multivariate statistical analysis: cluster analysis  
 12. S: Team Presentations

## 4. Learning and teaching strategy, methodology

### *Principal teaching methodologies:*

The course will be taught through lectures and seminars. Active participation is required during the classes. Real-life examples, case studies will be used and discussed in the lectures while empirical data analysis will happen in the seminars. Several guest lectures will be organized to the group during the semester.

During the lectures students will listen to presentations about advanced marketing research tools, also case studies will be discussed (CILO1, CILO2, CILO3)

On the seminars students will conduct a quantitative research (CILO6) – the whole process of the research will be included in the seminars:

- Briefing (CILO2)
- Writing a research quote (CILO2)
- Research problem approaching (CILO4)
- Research methodology (CILO4)
- Quantitative research tool – questionnaire design (CILO8)
- Data collection (CILO8)
- Data analysis (CILO5)
- Preparing research report and presentation (CILO7)
- Presenting research results (CILO7)

## 5. Assessment

### *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. They also take part in an oral final exam (60%)

<b>Individual Assessment</b>	60%	<b>Group Assessment</b>	40%
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Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Presentation	40		Final presentation of the projects	yes	yes	1, 2, 4, 5, 6, 8
Final exam	60		Oral exam from the theoretical part	yes	yes	3, 7, 9

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



## 6. Learning materials

- Essential

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.

- Recommended

Kaden, R. J., Linda, G., & Prince, M. (Eds.). (2011). Leading Edge Marketing Research: 21st-Century Tools and Practices. SAGE Publications.

Case studies and further reading materials will be available in moodle.

## 7. Further information

<b>International</b> aspects embedded with the course
Trends and tools that are discussed in this course are global ones. Also, all the cases and examples are international. We are also working on inviting international guest lecturers both from the academia and the practice.
<b>Ethics, Responsibility &amp; Sustainability (ERS)</b> aspects embedded with the course
Since Consumer Research works with customer data, it is essential to pay attention the data privacy and ethics. As the major trend that formulates the industry is technology, online platforms make data collection more sustainable.
<b>Connections to the world of practice</b> of the course
We work closely with several companies in this module, we have good cooperation with research companies (dunnhumby, neticle, ipsos) and clients (coca-cola, rati).