Code	M17VZC02E	ECTS Credit	7,5	HUN Credit	6
Term:	fall		Level:		
Module Title:	ADVANCED MARKETING RESEARCH				
Module Leader:	Krisztián Szűcs, PhD	Office Hours:	Monday, 3.00-4.00 pm		
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Short Description:	This course aims to provide an overview of the changing landscape of Marketing Research (MR) including trends, new business models, methods and also introduce the popular analysis toolkit, IBM's SPSS software.
	Building on fundamentals of MR 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.
	Discussing special fields of MR will help students to work in several industries from media to retail companies.

Sessions (weeks): 15 (*1st week is registration, week 8. is break*)

Schedule is tentative and subject to change. (*L: lecture, S: seminar*)

1. 4th Sept	L: Introduction: context of Marketing Research S: Business Problems Evaluations
2. 11th Sept	L: Trends in Marketing Research: Role of Technology S: Questionnaire development
3. 18th Sept	L: Trends in Marketing Research: Secondary Data 2.0 S: Pre-test of the questionnaire
4. 25th Sept	L: Trends in Marketing Research: Observations, Neuromarketing S: Field work, the structure of SPSS
5. 2nd Oct	L: Trends in Marketing Research: Online Qualitative Techniques S: Database management, SPSS functions
6. 9th Oct	L: Trends in Marketing Research: Online Quantitative Techniques S: Database management, SPSS functions
7. 16th Oct	L & S: Database management, importing a database, consistency analysis
8. 23rd Oct	*FALL BREAK*
9. 30st Oct	L: Applied Marketing Research: Lifestyle & Segmentation Research S: Univariate statistical analysis: frequency, histograms

10. 6th Nov	L: Applied Marketing Research: Satisfaction Surveys S: Univariate statistical analysis: mean values
11. 13th Nov	L: Applied Marketing Research: Measuring Brand Performance S: Multivariate statistical analysis: factor analysis
12. 20th Nov	L: Applied Marketing Research: Media Research S: Multivariate statistical analysis: cluster analysis
13. 27th Nov	L: Applied Marketing Research: Research in the Retail Industry S: Presentation techniques, chart development
Rationale Including Aims:	Main objectives of the course are the following: – define influencing factors, which shape marketing research projects – introduce new methods, including observations, online techniques, etc. – develop new business models for marketing research projects – learn the industry standards in specific fields of marketing research – analyse data with SPSS software
Learning Outcomes: Knowledge	Students will – evaluate state-of-the-art research methodology, – design different research projects based on case studies, briefs, – identify applied fields of MR, – construct approaches in order to optimize research outputs, – demonstrate meaningful insights from empirical data.
Learning Outcomes: Skills	Participants will – perform in teams but also experience working individually, – formulate their on viewpoints and critique others', – organize fieldwork and data analysis, – evaluate their own competences and identify fields to be developed.
Teaching and Learning Strategies:	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.
Assessment Scheme:	Assessing students' performance is continuous in this course as they need to be prepared for every seminars and work with their own data. Students have to prepare team presentations for the seminars (50%). Lectures are interactive and students have to take part in an oral final exam (50%).
Further on Assessment:	In order to pass the module a student must get at least 51% from all the three elements of the course assessment.
Core Learning Materials:	Harrison, M., Cupman, J., Truman, O., & Hague, P. N. (2016). *Market Research in Practice: An Introduction to Gaining Greater Market Insight*. Kogan Page Publishers.

Further Reading Materials:	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 Neptun's scene.
Policy on attendance:	Class participation is the key to learning. Students are expected to attend at least 75% of classes and contribute to the class discussions. Please note that the quality of what you contribute (it can be a thoughtful question, some astute analysis, and/or some other meaningful contribution) will count far more than the quantity of your remarks. More "noise" does not equal higher score. Participation grades will be given on the following basis: 5 – Present, asking/answering questions, adding quality to the discussion, contribute to the direction of the discussion 4 – Present, asking/answering questions, actively engaged 3 – Present, listening, but not sharing ideas 2 – Minimal engagement (not paying attention to the class, reading or sleeping in class). Unexcused or unnecessary absences 1 – Regular no-shows. Failure to give valid reasons for multiple no-shows. Please note that if you are in class but are not actively engaged nor share your ideas, your participation for that class is 3.
Policy on late arrival:	On time arrival ensures that classes are able to start and finish at the scheduled time. On time arrival shows respect for both fellow students and faculty and it enhances learning by reducing avoidable distractions. Arriving 10 minutes after the start of the class is not allowed as it will disturb in class work.

Academic misconduct:	All Students are expected to be honest in their academic work and to display integrity in the demonstration of their achieved competencies.
	Cheating, which is the willful decision on the part of a student to be dishonest in the representation of his/her work, is unacceptable behavior.
	Any academic dishonesty will be reported to the Program leader and will be assessed and acted upon following Rules and Regulations of the University of Pecs.
	A zero for that exam or project will be entered for the grade.
	Severe cases of academic dishonesty may include harsher penalties such as suspension.
	Academic Integrity Definition and Expectations: Academic integrity is the pursuit of scholarly activity in an open, honest and responsible manner. Academic integrity is a basic guiding principle for all academic activity at University of Pecs, and all members of the University community are expected to act in accordance with this principle. Consistent with this expectation, the University's Code of conduct states that all students should act with personal integrity, respect other students' dignity, rights and property, and help create and maintain an environment in which all can succeed through the fruits of their efforts. Academic integrity includes a commitment not to engage in or tolerate acts of falsification, misrepresentation or deception. Such acts of dishonesty violate the fundamental ethical principles of the University community and compromise the worth of work completed by others.