

**(Table 5.2) Course unit description**

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| Study program: Business Economics and Management                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Type and level of studies: Undergraduate studies                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Course unit: Marketing Research</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Teacher in charge: Veljko Marinković, phd, associate professor</b>                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Language of instruction: English                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| ECTS: 7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Prerequisites: /                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Semester: Winter Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Course unit objective:</b><br><br>The objective of the course is to introduce basic concepts of marketing research: types and process of marketing research, problem definition, data collection and analysis, sampling procedure and writing the research report. The process of marketing research provides the usefull information for making business decisions.                                                                                                                          |
| <b>Learning outcomes of Course unit</b><br><br>Ability to: <ul style="list-style-type: none"><li>• Understand different types of marketing research.</li><li>• Determine the research and marketing problem.</li><li>• Learn about different sources of secondary data.</li><li>• Implement qualitative and quantitative methods for primary data collection.</li><li>• Select the appropriate sample.</li><li>• Learn about data analysis.</li><li>• Prepare quality research report.</li></ul> |
| <b>Course unit contents</b><br><br>1. Nature and Scope of Marketing Research.<br>2. Data Collection (Secondary and Exploratory Research; Descriptive Research; Causal Research; Sampling).<br>3. Data Analysis.<br>4. The Research Report.<br>5. Specific Research Applications (Panels; Advertising Research; Measurement of Customer Satisfaction and Loyalty; Business to Business Research; International Marketing Research).                                                               |

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| Literature                                                                                                                                                                                                                                                                                                                                                                                                                |                       |                                                        |                       |
| <ul style="list-style-type: none"> <li>• Aaker, D., Kumar, V., Day, G. (2007), Marketing Research, John Wiley &amp; Sons, Inc., New York.</li> <li>• Churchill, G., Iacobucci, D. (2002), Marketing Research, South-Western, Mason.</li> <li>• Zikmund, W., Babin, B. (2010), Exploring Marketing Research, South-Western, London.</li> <li>• Chisnall, P. (2005), Marketing Research, McGraw Hill, Berkshire.</li> </ul> |                       |                                                        |                       |
| <b>Number of active teaching hours</b>                                                                                                                                                                                                                                                                                                                                                                                    |                       |                                                        | <b>Other classes</b>  |
| Lectures                                                                                                                                                                                                                                                                                                                                                                                                                  | Practice              | Other forms of classes<br>mentoring system<br>3 weekly |                       |
| <b>Teaching methods:</b> lectures; case studies; analysis and discussions of results of different studies; writing marketing research study.                                                                                                                                                                                                                                                                              |                       |                                                        |                       |
| <b>Examination methods (maximum 100 points)</b>                                                                                                                                                                                                                                                                                                                                                                           |                       |                                                        |                       |
| <b>Exam prerequisites</b>                                                                                                                                                                                                                                                                                                                                                                                                 | <b>No. of points:</b> | <b>Final exam</b>                                      | <b>No. of points:</b> |
| Student's activity during lectures                                                                                                                                                                                                                                                                                                                                                                                        |                       | oral or written examination                            | 50                    |
| practical classes/tests                                                                                                                                                                                                                                                                                                                                                                                                   | 20                    |                                                        |                       |
| Seminars/homework                                                                                                                                                                                                                                                                                                                                                                                                         | 30                    |                                                        |                       |
| Project                                                                                                                                                                                                                                                                                                                                                                                                                   |                       |                                                        |                       |
| Other                                                                                                                                                                                                                                                                                                                                                                                                                     |                       |                                                        |                       |
| <b>Grading System</b>                                                                                                                                                                                                                                                                                                                                                                                                     |                       |                                                        |                       |
| <b>Grade</b>                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Bo. Of Points:</b> | <b>Description</b>                                     |                       |
| <b>10</b>                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>91-100</b>         | Excellent                                              |                       |
| <b>9</b>                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>81-90</b>          | Exceptionally good                                     |                       |
| <b>8</b>                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>71-80</b>          | Very good                                              |                       |
| <b>7</b>                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>61-70</b>          | Good                                                   |                       |
| <b>6</b>                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>51-60</b>          | Passing                                                |                       |
| <b>5</b>                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>0-50</b>           | Failing                                                |                       |