

NAME OF THE COURSE		MARKET RESEARCH					
Code	ECM207	Year of study	3				
Course teacher	Zoran Mihanović, PhD, Associate Professor	Credits (ECTS)	5				
Associate teachers	Goran Dedić, PhD, Assistant professor	Type of instruction (number of hours)	L	S	E	F	
			26		26		
Status of the course	mandatory	Percentage of application of e-learning	25%				
COURSE DESCRIPTION							
Course objectives	The main goal of this course is to ensure the acquisition of skills and competences for understanding and implementation of market research either in the profit, non-profit or public sector. Students will master the fundamental concepts and methods of market research and will be skilled to design and conduct research projects in the context of marketing						
Course enrolment requirements and entry competences required for the course	Pre-requisites as defined by the Statutes and Regulations of the Faculty of Economics, Business and Tourism, University of Split.						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p><b>Learning outcome of the course:</b> Analyse the knowledge and understanding of important theoretical and practical market research activities in the context of diverse organizations (profit, non-profit and public) and design a research project and research instruments for a variety of selected specific organizations</p> <p><b>Individual learning outcomes</b></p> <ol style="list-style-type: none"> <li>1. Identify the most important theoretical concepts in market research and the role of research in business management</li> <li>2. Formulate the research problem, the goals and hypotheses of market research</li> <li>3. Differentiate various data sources, types of market research and methods of data collection</li> <li>4. Create market research samples and Data collection Instruments</li> <li>5. Design a market research project for a selected specific organization, whether in a profit, non-profit or public sector;</li> </ol>						
Course content broken down in detail by weekly class schedule (syllabus)	Week	Lectures		Exercises:			
		Topic	Hours	Topic	Hours		
		1	Introduction lecture. Concept and significance of market research; Market research in business practice.	2	Arrangement on the methods of work, exams, rights and obligations of students	2	
		2	Market Research Introduction: Market research and business decision making; Ethics and ethical conflicts in market research	2	Analysis of concrete examples of market research projects either in the profit, non-profit or public sector	2	
		3	Market research process and Market research project;	2	Case study; Overview and analysis of potential project topics	2	
4	Defining research problem and research goals.	2	Case Study; Presentation and analysis of final selected projects of strategic marketing plan for selected organisation	2			

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	5	Market research types: Exploratory research	2	Examples of implementation of exploratory research Project - Presentation of defined problems and objectives of market research of specific selected projects	2	
	6	Market research types: Descriptive research.	2	Project - Presentation of exploratory research on specific selected projects	2	
	7	Market Research Types: Causal research; Experiment, procedure, and ways of implementing experiments in market research.	2	Project - Presentation of descriptive research on specific selected projects.	2	
	8	mid-term exam		mid-term exam		
	9	Secondary data in market research and secondary data sources Primary data: Types of primary data; Method of observation	2	Project presentation and analysis	2	
	10	Primary data: Questionnaire method; advantages and disadvantages	2	Project - Selection of secondary data and methods of observation as primary data;	2	
	11	Measuring attitudes; Scales for measuring the attitudes	2	Project - selection of primary data and questionnaire methods; analysis and comparison for various presented projects	2	
	12	Data Collections Instruments;	2	Project; Case study	2	
	13	Samples and sampling: Types of samples; Sample selection.	2	Project - Compilation of research instruments and selection of scales for measuring the attitudes;	2	
	14	Data collection, analysis and interpretation of data; results of research and compilation of reports.	2	Project – Samples and sampling, Sample selection, analysis and comparison for various presented projects	2	
15	end-term exam		end-term exam			
Format of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> work with mentor <input type="checkbox"/> Visiting lecturer			
Student responsibilities	The student is obliged to attend and keep track of the teaching and to execute the tasks that are set. During the semester, the attendance records are kept. The requirement for a signature is attending at least 60% of the total tuition for regular students and at least 30% of total tuition for the part-time students. With attendance, active participation in the teaching presupposes the presentation of group projects/tasks, participation in practical exercises and discussion on projects and case studies. The condition for accessing the exam is the signature.					
Screening student work (name the proportion of ECTS credits for each	Class attendance	1	Research		Practical training	
	Experimental work		Report		Service learning*	1,5

<i>activity so that the total number of ECTS credits is equal to the ECTS value of the course)</i>	Essay		Seminar essay		(Other)	
	Tests	2,5	Oral exam		(Other)	
	Written exam	2,5	Project	1,5	(Other)	
Grading and evaluating student work in class and at the final exam	<p>During the semester, written exams will be held through mid and end-term exams. Written exams (tests or written/oral exam in the exam period) carry 60% of the total grade of the course.</p> <p>Key points and appropriate grades for tests or written/oral exam:  0-49 Insufficient (1)  50-62 Sufficient (2)  63-75 Good (3)  76-85 Very Good, (4)  86-100 Excellent (5)</p> <p>Group projects and tasks (market research project for a selected specific organization, whether in a profit, non-profit or public sector) carry 40% of the total rating.  *Students can also participate in Service learning program.</p> <p>The exam is considered to be passed if a student:</p> <ul style="list-style-type: none"> <li>- achieved a passing grade from all written tests of knowledge (minimum 50% of the mid and end-term exams or 50% of the written/oral exam)</li> <li>- actively participated in presentations of project tasks that were evaluated positively</li> <li>- submitted a proposal for a market research project for a selected specific organization, whether in a profit, non-profit or public sector that was rated positively</li> </ul> <p>The final grade is formed as a sum:</p> <ol style="list-style-type: none"> <li>1. average grades obtained through written tests of knowledge multiplied by a ponder of 0.6</li> <li>2. average grades obtained through presentations of project tasks pondered with 0.4</li> </ol> <p>If the student does not meet the written tests of knowledge during the semester he is obliged to take the final exam. The final exam can be organized in a written and/or oral way</p>					
	Required literature (available in the library and via other media)	<b>Title</b>			<b>Number of copies in the library</b>	<b>Availability via other media</b>
1. Malhotra, N (2019) <b>Marketing Research: An Applied Orientation</b> (7th ed), Pearson Higher Education						
Optional literature (at the time of submission of study programme)	- Pallant, J. 2016. SPSS Survival manual. 6th ed. Open University Press. - Burns, A.C. and Bush R.F. 2014. Marketing Research. 7th ed. Prentice Hall - GfK Insights blog (blog.gfk.com)					

proposal)	- - Pew Research Center ( <a href="http://www.pewresearch.org">www.pewresearch.org</a> )
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> <li>• Evaluation of class attendance and fulfilment of student obligations (course teacher)</li> <li>• Teaching supervision (vice dean)</li> <li>• Analysis of studying successfulness across all study courses (vice dean)</li> <li>• Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement centre)</li> <li>• Exams, conducted by the course teacher, covering all course learning outcomes. Exam content is periodically assessed for the purpose of the learning outcomes adequacy review (vice dean)</li> </ul>
Other (as the proposer wishes to add)	