

Course name: **Market Research**

No. of ECTS: **3**

Aim:

Providing theoretical and practical knowledge on the issues of preparation and execution of marketing research projects with usage of various sources of information. The aim of the course is to acquaint students with the variety of information sources, the way of acquiring them (test methods) and using the problem-solving aspect of company decision-making. During the practical classes, students acquaint practically with the principles of the functioning of the SM system, research procedures, rules of preparation and implementation of project research, development of measurement tools and the rules of making papers from the research.

Course content:

- Marketing information system in the company. The construction and use of it.
- Identification of the information needs of enterprise
- Primary and secondary sources of information about the market
- Analysis and use of information from primary sources and secondary
- The market as an object of study. The concept and structure of the market.
- Phenomena and processes of the market and their progress
- Subject, objectives and procedure of market research and marketing methods
- The role, scope and methods of market research and marketing
- Methods and techniques of quantitative research.
- Methods and techniques of qualitative research
- Planning marketing research and developing research tools
- Effective use of research results.
- Analysis of the structure and dynamics of the market.
- Methods for forecasting the market and its elements
- Research for the development of marketing strategy

Skills:

Student knows the principles for the design and organization of marketing research, has the knowledge to diagnose and solve decision problems associated with marketing activities of organization, knows how to use selected research techniques. Students knows the source of marketing information technology, ways of sourcing them from a variety of sources, and rules for the preparation of the report from marketing research. Moreover, has the knowledge how to develop

measurement tools used in research. Student knows how to plan and implement marketing research projects into the organization. Student is able to develop research tools in the field of marketing activities of the organization, can co-create social projects (political, economic, civil) taking into account the legal, economic and political aspects.

Form of teaching:

Lectures, practical classes, individual and group projects, case study.