

	<u>Subject title:</u> MARKETING RESEARCH			
<u>Subject code:</u>	<u>Subjects Status:</u>	<u>Semester:</u>	<u>Credit value:</u>	<u>Teaching load:</u>
MBS/	Compulsory	IV	6	3L+2T

<u>Study programme:</u> Academic Undergraduate Studies: Marketing
<u>Responsible Staff:</u> Assistant Professor Slobodanka Krivokapić; Teaching assistant : Milica Raičević, MSc
<u>Pre-requisite:</u> Nil
<u>Mode of study</u> Lectures, tutorials, seminar papers, consultations, case studies
<u>Assessment:</u> Written: 2 mid-term tests = 40 points Oral: Final exam = 50 points Attendance, Student participation, Seminar paper & presentation = 10 points
<u>Objectives:</u> To introduce students to the nature and importance of market research for business decision-making, basic characteristics of key stages of the market research process, key methods, concept, structure, and functioning of the information system for marketing management; to enable students to evaluate and creatively participate in planning and conducting market research relevant to strategic decision-making in the field of business policy.

SYLLABUS:

- The essence of market research: Dimensions of market research. Origin and development; Concept, Contents, Research planning and classification
- The essence of market research: Research of products
- The essence of market research: Research of prices
- The essence of market research: Research of promotion
- The essence of market research: Research of distribution
- Multidisciplinary character of market research; Market research organization
- Ethical aspect of market research
- Market research process: Definition of problems and research goals; Data source determination: secondary data (internal and external), primary data
- Market research process: Sampling strategy development, Accidental samples
- Market research process: Selection of data collection methods, Interviewing
- Market research process: Qualitative and observation methods
- Market research process: Opinion measurement, Attribute validation
- Market research process: Survey questionnaire design, Data collection organization
- Data analysis: Standard statistical methods, Factor analysis
- Special research areas: Satisfaction

READING LIST AND REFERENCES:

- David A. Aaker ,V. Kumar, Robert Leone, George S. Day: *Marketing Research*, John Wiley & Sons, Inc.; 11 edition, October 1, 2012.