|  |
| --- |
| **DZEMAL BIJEDIC UNIVERSITY OF MOSTAR****FACULTY OF ECONOMICS** |
| **Subject:** | **MARKET RESEARCH** | **Code: AB313** |
| **Studies level, year of study, semester**  | academic undergraduate studies  | year: III/ semester: 6 |
| **Lecturer:** | Veldin Ovčina, PhD, associate professor |
| **Contact details:** | Address: Dzemal Bijedic University of Mostar, Faculty of Economics email: veldin.ovcina@unmo.ba tel. 036/514-915 |
| **Total lecture hours:** | Lectures (weekly hours): 4 | Exercises (weekly hours): 2 | Total number of hours: 180 |
| **ECTS points:** | 6 ECTS |
| **Degree:** | Bachelor of Business Economics |
| **Subject status:** | Obligatory |
| **Preconditions for the subject:** | Marketing |
| **Limitations:** | Only for students of Faculty of Economics |
| **Explainations of credit value:** | Number of ECTS points corresponds to the number of hours necessary for teaching hours and exam preparation.  |
| **Objective of the subject:** | Objective of this subject is to introduce students to marketing research, and discusses key concepts, processes, and techniques, as well as their applications. This subject covers research design, including qualitative and quantitative data, and quantitative methods used for analyzing research data to make decisions. |
| **Generic and specific competencies (knowledge and skills) / learning outcomes:**  | After successful completion of this subject the students will be able to: * translate a marketing problem into a feasible research question;
* appreciate marketing research as a process that involves a sequence of activities, each compatible with the preceding activities;
* understand of the strengths and weaknesses of alternative research designs;
* understand of univariate and basic bivariate data analysis techniques using SPSS;
* design and execute a basic survey research project.
 |
| **Main content of the subject::** | 1. The role of research in Marketing
2. Etics in marketing research
3. Qualitative and quantitative data
4. Secondary data
5. Surveys and inteviews
6. Experiments and test markets
7. Measurement scales
8. Sampling concepts
9. Exploring, displaying, and examining data
10. Hypothesis testing
11. Multivariate Statistics tools
12. Final research report
 |
| **Forms of teaching / learning methods:** | lectures, exercises, presentations, discussion |
| **Other requirements for the students** |  |
| **Structure of final grade**  | * the first test: 35%
* survey research project: 30%
* final exam: 35%
 |
| **Literature:** | Burns, A.C., Bush, R.F. (2014): *Marketing Research*, New Jersey, Prentice Hall, 7th Edition. |
| **Quality control of successfulness of teaching** | Anonymous survey among students on the success of the course. |