

<b>Course Unit Title:</b>	Marketing Research
<b>Course Unit Code:</b>	MAR302
<b>Type of Course Unit: (Compulsory/Optional)</b>	Compulsory
<b>Level of Course Unit: (first, second or third cycle)</b>	Bachelor (1 <sup>st</sup> Cycle)
<b>Year of Study:</b>	3
<b>Semester when the unit is delivered:</b>	5
<b>Number of ECTS credits allocated:</b>	6
<b>Name of lecturer(s):</b>	TBA
<p><b>Learning Outcomes of the course unit:</b>  Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Apply the theoretical bases of marketing research to various business settings</li> <li>• Demonstrate an understanding of the business environment from a research perspective.</li> <li>• Apply the learned marketing research skills which they have acquired in class via the usage of questioning and industry based case studies.</li> <li>• Undertake marketing research positions after being exposed to contemporary industry based examples.</li> <li>• Develop an in depth understanding of the complexities and challenges involved in working in the field of marketing research.</li> </ul>	
<b>Mode of Delivery:</b>	Face- to- face
<b>Prerequisites and co-requisites:</b>	MAR204 , MAT115
<b>Recommended optional program components:</b>	None
<p><b>Course Contents:</b></p> <p><b>Objective:</b>  The course aims to provide a working knowledge of a statistical package to analyse data (SPSS V.10). In particular, students with the assistance of computerised audio-visual aids will be introduced to the practical use of SPSS for research issues related with data preparation and processing, tabulation and graphics, summary statistics as well as univariate and multivariate statistical analysis.</p>	

**Description:**

The role of marketing research: Definition of Marketing research; marketing research as a means for implementing the marketing concept; the managerial value of marketing research; the need for marketing research; survey of marketing research activities; the marketing information system and its sub-systems.

The marketing research process: Types of marketing research: descriptive research, exploratory research, causal research; stages in the research process; the research proposal; the research program strategy.

Defining the problem with exploratory research: The importance of proper problem definition; qualitative exploratory research; pilot studies for exploratory research: focus group interviews, case study method; projective techniques; depth interviews.

Secondary data: Advantages of secondary data; disadvantages of secondary data; classification of secondary data.

Survey research: Definition of survey; types of information gathered; advantages of surveys; errors in survey research; classification of survey research methods; basic methods of communication with respondents.

Advantages/disadvantages of personal, telephone and mail interviews: increasing response rates for mail interviews; selecting the appropriate research design.

Observation: The nature of observation studies; direct observation; scientifically contrived observation; observation of physical objects; content analysis; mechanical observations.

Experimental research: Definition of experimentation; basic issues/questions in experimentation; issues of experimental validity; classification of experimental designs.

Test marketing: Functions of test marketing; selecting test markets; projecting test market results.

Measurement and attitude scaling: Rules of measurement; types of scales; reliability, validity and sensitivity as criteria for good measurement; attitude measurement; attitude rating scales; ranking; sorting; measuring behavioural intention.

Questionnaire design: The goals of questionnaire design; open-ended vs fixed-alternative questions; rules to be followed in asking questions; question sequence; questions for mail, telephone and personal interview surveys.

Sampling: Definition of sampling and related terms; reasons for sampling; the identification of the target population and the selection of a sampling frame; common forms of sampling frames and sampling frame error; random sampling and nonsampling errors; types of nonsampling errors resulting from sample selection; advantages and disadvantages of probability and non probability samples.

Determination of sample size: Descriptive statistics and inferential statistics; the purpose of inferential statistics; frequency distributions, proportions, and measurements of central tendency; measures of dispersion; the standard deviation; the normal distribution; the standardized normal curve and the z value; population distributions and sample distributions; the central-limit theorem; confidence interval estimates; factors required for specifying sample size; estimation of sample size for a simple random sample.

Field work: Controlling field work; selection, training and supervision of field workers; principles of good interviewing. Editing and coding. Transforming raw data into information.

Introducing to the SPSS statistical package

Basic data analysis: Descriptive analysis; cross-tabulation.

Univariate statistics; null hypothesis; significance level; degrees of freedom; Type I and Type II errors; the t-distribution.

Bivariate analysis: the simple correlation coefficient; the coefficient of determination; the correlation matrix; bivariate linear regression; least-squares method of regression analysis.

Bivariate statistics: Tests of differences; chi-square tests; t-tests; z-tests; ANOVA.

The research report. Communicating research results. Report format.

Recent developments and contemporary issues pertaining to the subject-matter of the course.

**Recommended  
or  
required reading:**

Boyd et al: MARKETING RESEARCH, Richard D. Irwin Inc.

Kinnear/Taylor : MARKETING RESEARCH McGraw Hill

Crimp, M.: THE MARKETING RESEARCH PROCESS  
Prentice Hall

Chisnall : MARKETING RESEARCH: ANALYSIS AND  
MEASUREMENT, McGraw Hill

**ADDITIONAL RECOMMENDED READINGS:**

Aaker/Kumor/Day: MARKETING RESEARCH, Wiley

Blankenship/Breen/Dutka : STATE OF THE ART  
MARKETING RESEARCH, McGraw Hill

Selected articles from periodicals

<b>Planned learning activities and teaching methods:</b>	<table border="0"> <tr> <td data-bbox="618 222 1036 268">Class Instruction</td> <td data-bbox="1036 237 1273 289" style="border: 1px solid black; text-align: center;">42 Hours</td> </tr> <tr> <td data-bbox="618 275 1036 321">Consultation</td> <td data-bbox="1036 289 1273 342" style="border: 1px solid black; text-align: center;">15 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation	15 Hours				
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<b>Assessment methods and criteria:</b>	<table border="0"> <tr> <td data-bbox="618 394 1166 432">Examinations</td> <td data-bbox="1166 394 1395 432" style="border: 1px solid black; text-align: center;">75%</td> </tr> <tr> <td data-bbox="618 432 1166 470">Assignments / Project</td> <td data-bbox="1166 432 1395 470" style="border: 1px solid black; text-align: center;">15%</td> </tr> <tr> <td data-bbox="618 470 1166 508">Class Participation</td> <td data-bbox="1166 470 1395 508" style="border: 1px solid black; text-align: center;">10%</td> </tr> <tr> <td></td> <td data-bbox="1166 508 1395 546" style="border: 1px solid black; text-align: center;">100%</td> </tr> </table>	Examinations	75%	Assignments / Project	15%	Class Participation	10%		100%
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Assignments / Project	15%								
Class Participation	10%								
	100%								
<b>Language of Instruction:</b>	English								
<b>Work Placement(s):</b>	No								
<b>Place of Teaching:</b>	Regular Classroom European University Cyprus, Nicosia								