



* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

Faculty of Business Economics Academic Year 2020/2021	
1. COURSE BASIC INFORMATION	
COURSE NAME: MARKETING RESEARCH	CODE: 5.01.05.E031
LANGUAGE: english	LEVEL: level 1
YEAR: 3 rd	SEMESTER: 6 th
ECTS CREDITS: 7	
2. LECTURER BASIC INFORMATION:	
NAME: Darijo Jerkovic	
e-mail: darijo.jerkovic@unvi.edu.ba	
LANGUAGE: english	LEVEL: level 1
Course goals:	The aim of the course is to introduce students with the basics of the research process and the use of scientific methods for different market and marketing research
Competencies/learning outcomes	After successfully completing this course students will acquire basic theoretical knowledge about the correct definition of marketing problems, the stages of the research process, the ways of processing primary and secondary data and the interpretation of the results of the research
Skills	Skills will be expressed through the knowledge of the elements of the research plan, the available research techniques and methods, and the creation of research reports
Content description:	1. THE ROLE AND THE SIGNIFICANCE OF MARKETING RESEARCH 2. PROCESS OF MARKETING RESEARCH 3. COLLECTION OF SECUNDARY AND PRIMARY DATA 4. THE ROLE OF SAMPLES IN RESEARCH 5. ANALYSIS OF COLLECTED DATA 6. REPORT ON RESEARCH 7. MARKETING INFORMATION SYSTEM 8. RESEARCH IN INTERNATIONAL MARKETING 9. THE IMPACT OF NEW TECHNOLOGIES ON MARKETING RESEARCH
Teaching methodology	
Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion	
Assessment methodology	
a) Full time students 1. WrittenTest 1 (the first 50% of the content)30 points 2. Written Test 2 (other 50% of the contenst).....30 points 3. Lecture and practical classes (attendance and activity).....20 points 4. Practical classes (case study/presentaton).....20 points Total :.....100 points	b) Part-time students 1. WrittenTest 1 (the first 50% of the content)30 points 2. Written Test 2 (other 50% of the contenst).....30 points 3. Case study/Seminar paper.....30 points 4. Presentation of activity 3.....5 points 5. Attendance at one of the lectures.....5 points Total :.....100 points
NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.	
BOOKLIST: Smith, S.M., Albaum, G.S., <i>An Introduction to Marketing Research</i> , Copyright Scott M. Smith and Gerald S. Albaum, 2010. Smith, S.M., Albaum, G.S, <i>Basic Marketing Research: Volume 1, Handbook for Research Professionals</i> , Qualtrics Labs Inc., 2012. Hyman, M.R., Sierra, J.J., <i>Marketing Research Kit For Dummies</i> , Wiley Publishing, 2010.	