

| First Cycle Studies Course Programme | | | | | |
|--------------------------------------|--|--|----------------------|------------------------|-----|
| 1. | Course Title | Marketing Research | | | |
| 2. | Code | MKT 330 | | | |
| 3. | Study programme | Marketing | | | |
| 4. | Organizer of the study programme (university unit i.e. institute, chair, department) | Ss. Cyril and Methodius University in Skopje Faculty of Economics- Skopje Chair of Marketing | | | |
| 5. | Level (first, second, third cycle) | First Cycle | | | |
| 6. | Academic year / semester | 2022-2023 /fifth (winter) | 7. | Number of ECTS credits | 7.5 |
| 8. | Professor | Prof. Nikolina Palamidovska-Sterjadovska, PhD | | | |
| 9. | Preconditions for enrolment | / | | | |
| 10. | Course Objectives (Competencies): <ul style="list-style-type: none"> To acquire knowledge of the role of marketing research in marketing decision making; To acquire knowledge of marketing research institutions and their organization; To acquire knowledge of the individual stages of the marketing research process; To acquire knowledge and skills for independently conducting a marketing research project; To acquire knowledge of the qualitative and quantitative marketing research methods. | | | | |
| 11. | <p>Course content:</p> <p>The purpose of this course is for students to gain knowledge and skills related to the marketing research process and the specific phases of that process. In that direction, the course covers the definition of the marketing research problem; types of research designs; types of data and sources; data collection methods; data collection forms; types of samples; the ways of processing and analyzing the collected data, and finally the rules for preparing a report from the conducted research. Based on the marketing concept, specific methods for applied research of the marketing mix instruments are elaborated.</p> <p>Part I Introduction to marketing research Chapter 1: Determining marketing research Chapter 2: Marketing research carriers</p> <p>Part II Marketing research process Chapter 3: Research process Chapter 4: Defining the marketing research problem Chapter 5: Research design Chapter 6: Data and sources Chapter 7: Data collection methods Chapter 8: Data collection forms Chapter 9: Sampling Chapter 10: Data processing and analysis Chapter 11: Research reporting</p> <p>Part III Applied research Selected topics</p> | | | | |
| 12. | Learning methods: Interactive lectures with power point presentations, design of films and videos, guest lecturer, teamwork project assignments - presentations of examples from practice, consultative teaching, seminars | | | | |
| 13. | Total hours | 7.5 ECTS x 30 classes = 225 classes | | | |
| 14. | Allocation of hours per activity | 60+30+30+15+90= 225 classes | | | |
| 15. | Types of teaching activities | 15.1. | Lectures | 60 classes | |
| | | 15.2. | Exercises (Seminars) | 30 classes | |
| | | 15.3. | Projects | 30 classes | |
| 16. | Other types of activities | 16.1. | Writing Assignments | 15 classes | |
| | | 16.2. | Homework | 90 classes | |
| 17. | Grading method 60+30+10 = 100 points | | | | |
| | 17.1. | Tests (Domain, Essay, Multiple choice exam, Case) | | | 60% |
| | 17.2. | Individual or Group Assessment / projects (Case Presentation, Case Analysis, Quizzes, Writing Assignments) | | | 30% |

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|-----|---|-------------------------------------|---|--|-----------------------------|---------------|
| | 17.3. | Attendance and class participations | | | | 10% |
| 18. | Grading scale | Less than 50 points | | | | 5 (five) (F) |
| | | From 51 to 60 points | | | | 6 (six) (E) |
| | | From 61 to 70 points | | | | 7 (seven) (D) |
| | | From 71 to 80 points | | | | 8 (eight) (C) |
| | | From 81 to 90 points | | | | 9 (nine) (B) |
| | | From 91 to 100 points | | | | 10 (ten) (A) |
| 19. | Preconditions for taking the final exam | | Realized activities from 15 and 16 | | | |
| 20. | Language | | Macedonian/English | | | |
| 21. | Evaluation method | | Internal evaluation and survey | | | |
| 22. | Literature | | | | | |
| | 22.1. | Compulsory literature | | | | |
| | | No. | Author | Title | Publisher | Year |
| | | 1. | Sekulovska, N. and Basheska-Gjorgjieska, M. | Marketing Research: Informative input for marketing management | Faculty of Economics-Skopje | 2008 |
| | | 2. | Aaker, D.A., Kumar, V., Day, G.S. | Marketing Research | Wiley | 2009 |
| | 22.2. | Additional literature | | | | |
| | | No. | Author | Title | Publisher | Year |
| | | 1 | Malhotra, N.K., Nunan, D., Birks, D.F. | Marketing Research: An Applied Approach | Pearson | 2017 |
| | | 2. | Malhotra, N.K. | Marketing Research: An Applied Orientation | Prentice Hall | 2007 |