

<b>Annex No. 3</b>		<b>Second Cycle Studies Course Programme</b>			
1.	Course Title	<b>Marketing Research Methods</b>			
2.	Code	MKT 547			
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			
5.	Level (first, second, third cycle)	Second cycle			
6.	Academic year/semester	2022-2023 / First year / first semester (winter semester)	7.	Number of ECTS credits	6
8.	Professor	Prof. Nikolina Palamidovska-Sterjadovska, PhD			
9.	Preconditions for enrolment	Completed first cycle of studies with obtained minimum of 240 credits			
10.	<b>Course Objectives (Competencies):</b> After completing the course: <ol style="list-style-type: none"> <li>The student should be able to independently implement a marketing research project.</li> <li>The student should acquire knowledge and skills for the specific qualitative and quantitative research methods and be able to use them appropriately during the research.</li> <li>The student should acquire knowledge and skills about the methods of qualitative and quantitative data processing and analysis and be able to use them appropriately during the analysis.</li> </ol>				
11.	Course content: <ol style="list-style-type: none"> <li>Design and formulation of the research (defining the research problem, types of research, designs, measuring instruments, sampling methods)</li> <li>Methods for collecting qualitative data (focus groups, interviews, qualitative data from digital media, etc.)</li> <li>Methods for collecting quantitative data (surveys, experiment, quantitative data from digital media, etc.)</li> <li>Methods for qualitative data analysis (content analysis, grounded theory, etc.)</li> <li>Methods for quantitative data analysis (descriptive statistics, chi-square, ANOVA, correlation, regression, factor analysis, cluster analysis, etc.)</li> <li>Reporting the research data</li> </ol>				
12.	Learning methods: Lectures, interactive teaching, quizzes, projects, movies, supported by LCD and PowerPoint				
13.	Total hours	6 ECTS x 30 classes =180 classes			
14.	Allocation of hours per activity	24+16+40+10+90 =180 classes			
15.	Types of teaching activities	15.1.	Lectures-theoretical classes	24 classes	
		15.2.	Consultative teaching and exercises (laboratory, auditory), seminars, teamwork	16 classes	
16.	Other types of activities	16.1.	Project assignments	40 classes	
		16.2.	Individual assignments	10 classes	
		16.3.	Home-study	90 classes	
17.	Grading method points				60+30+10 = 100
	17.1.	Tests	60 points		
	17.2.	Seminar paper/project (presentation: written and oral)	30 points		

	17.3.	Activity and participation			10 points	
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 points 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.	Malhotra, N.K., Nunan, D., Birks, D.F.	Marketing Research: An Applied Approach	Pearson	2017
		2.	Акер, А.Д., Кумар, В., Деј, Ц.С.	Маркетинг истражување, 9 из.	Табернакул – превод на Влада на Р. Македонија	2009
		3.	Нада Секуловска, Марика Башеска- Ѓорѓиевска	Маркетинг истражување- информативен инпут за маркетинг менаџмент	Економски факултет - Скопје	2008
	22.2.	Additional literature				
		No.	Author	Title	Publisher	Year
1.		Aaker, D.A. Kumar, V., Day, G. S., Leone, R.	<i>Marketing Research, 9e</i>	Wiley	2009	