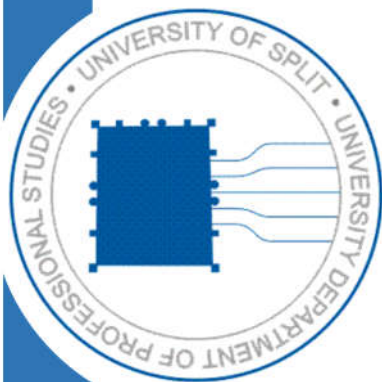


Course syllabus

Market Research



COURSE DETAILS

<i>Type of study programme</i>	Undergraduate professional study programme- 180 ECTS	
<i>Study programme</i>	BUSINESS TRADE	
<i>Course title</i>	Market Research	
<i>Course code</i>	STP001	
<i>ECTS (Number of credits allocated)</i>	6	
<i>Course status</i>	Core	
<i>Year of study</i>	First	
<i>Course Web site</i>	https://moodle.oss.unist.hr/course/category.php?id=21	
<i>Total lesson hours per semester</i>	Lectures	30
	Practicals	30
<i>Prerequisite(s)</i>	None	
<i>Lecturer(s)</i>	Danijela Perkušić Malkoč, lecturer	

COURSE DESCRIPTION

<p><i>Course Objectives:</i></p>	<ul style="list-style-type: none"> • gain awareness of the importance of market research in decision making, • obtain information about the methods and techniques of market research, • gain knowledge about the types of data that are used in market research, • understanding of the content of practical market research project, • gain the skill of market analysis for business decision-making, • learn how to make instruments for collecting data for market research purposes.
<p><i>Learning outcomes</i></p> <p><i>On successful completion of this course, student should be able to:</i></p>	<ol style="list-style-type: none"> 1. describe the basic concepts related to market research, 2. identify the types and sources of data in the enterprise and beyond the purpose of making business decisions 3. select the appropriate market research methods to solve specific research problem, 4. make a concrete plan of market research for a particular business problem, 5. create a valid instrument of market research for the purpose of data collection, 6. propose a solution of concrete business problem
<p><i>Course content</i></p>	<p>The concept and definition of market research. Marketing information system. The value of research and the need for market research. Research methods and ethics in market research. The recent development of market research. The organizers and users of market research. The process of market research and the research project. Investigative research markets. Illustrative methods of market research. Causal methods of market research. The procedure of the experiment. Secondary data in market research. Primary data. Forms for data collection. Measuring attitudes. Scale for measuring attitudes. Samples and sampling. Types of samples. Selecting the sample and the sample size. Data collection. Analysis and interpretation of data. Statistical analysis and data analysis. Results of the research and preparation of reports. Service market research organization. Research for market segmentation. Research for product development. Research for the purpose of advertising. Research for the purpose of sale. Research for the purpose of determining the price. Research of customer satisfaction. Research of equity.</p>

CONSTRUCTIVE ALIGNMENT – Learning outcomes, teaching and assessment methods

Alignment of students activities with learning outcomes		
Activity	Student workload ECTS credits	Learning outcomes
<i>Lectures</i>	30 hours / 1 ECTS	1,2,3,4
<i>Practicals</i>	30 hours / 1 ECTS	1,2,3,4,5,6
<i>Preparations for the mid-term exam</i>	30 hours / 1 ECTS	1,2,3,5
<i>Preparation and presentation of the seminar</i>	30 hours / 1 ECTS	1,2,3,4,5,6
<i>The analysis of business cases</i>	15 hours / 0,5 ECTS	3,4,5,6
<i>Self-study</i>	40 hours / 1,3 ECTS	1,2,3,4,5,6
<i>Office hours and final exam</i>	5 hours / 0,2 ECTS	1,2,3,4
TOTAL:	180 hours / 6 ECTS	1,2,3,4,5,6

CONTINUOUS ASSESSMENT		
Continuous testing indicators	Performance A_i (%)	Grade ratio k_i (%)
<i>Class attendance and participation</i>	70 – 100	10
<i>Seminar</i>	50-100	15
<i>The first mid-term exam</i>	50-100	25
<i>Second mid-term exam</i>	50-100	25
<i>Third mid-term exam</i>	50-100	25

FINAL ASSESSMENT		
Indicators checks - final exam (first and second examination date)	Performance A_i (%)	Grade ratio k_i (%)
<i>Practical exam (written)</i>	50 - 100	75
<i>Previous activities (Seminar and presence in the classroom)</i>	50 - 100	25
Indicators checks - final exam (third and fourth examination date)	Performance A_i (%)	Grade ratio k_i (%)
<i>Practical exam (written)</i>	50 - 100	75
<i>Previous activities (Seminar and presence in the classroom)</i>	50 - 100	25

PERFORMANCE AND GRADE		
Percentage	Criteria	Grade
50% - 61%	<i>basic criteria met</i>	sufficient (2)
62% - 74%	<i>average performance with some errors</i>	good (3)
75% - 87%	<i>above average performance with minor errors</i>	very good (4)
88% - 100%	<i>outstanding performance</i>	outstanding (5)

ADDITIONAL INFORMATION

Teaching materials for students (scripts, exercise collections, examples of solved exercises), teaching record, detailed course syllabus, application of e-learning, current information and all other data are available by MOODLE system to all students.