



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code MBA-712	Course Title Market Research	ECTS Credits 7.5
Department School of Business	Semester Fall, Spring, Summer	Prerequisites MBA-667
Type of Course Elective	Field Marketing	Language of Instruction English
Level of Course 2 nd Cycle	Year of Study 2 nd	Lecturer(s) Ms Ria Morphitou
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

1. Analyze the role and value of Market Research in the context of marketing philosophy and practice, and interrelate it to other important marketing processes and functions.
2. Develop an understanding of the theoretical knowledge basis for Market Research, including primary and secondary sources of research data, and the application of quantitative and qualitative techniques.
3. Learn how to set the research objectives, how to build a research strategy to meet these objectives and develop the ability to write research statements.
4. Develop the competency to decide on and use the specific methods and tools which are appropriate for reaching the goals of a research, and to carry out the research throughout design, implementation, analysis and dissemination.
5. Study the subject through case studies and apply the knowledge gained on research projects and exercises.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. **analyze the environment that an organization operates** (students should be able to identify the effects of internal and external factors that an organization operates before defining the research problem).
2. **be proficient in creating a marketing research proposal** (students should be able to design a marketing research proposal that will enable them to perform a valid and reliable research project)
3. **assess the limitations of a marketing research proposal** (even though students are taught that managers must perform marketing research before taking an important decision, they must also realize that in a number of occasions it is either impossible to perform a research or that they should learn to rely on their intuition as well.)

4. **explain how marketing research can be used effectively through various data collection methods** (students should study the various research methods in order to be able to understand when and how to use to individual methods)
5. **design a research project** (students must be able to design a complete research project by taking into consideration possible limitations and the effect of the external uncontrollable factors)
6. **prepare a managers report** (students should understand the importance of the manager's report. It is important to realize that managers have a limited amount of time and that information must be presented in the most effective manner)
7. **prepare a 4,000-5,000 word project on a research topic using the survey method** (students must be able to demonstrate their knowledge and understanding by creating a complete research project)

Course Contents:

1. **The Nature of Marketing Research:** Marketing research emphasizes the interplay between research and business and how the importance and scope of research varies with the type of business orientation that characterizes a company
2. **The Marketing Research Process:** An understanding of the steps that must be completed in order to complete a research project.
3. **Problem Definition and the Research Proposal:** This part emphasizes decision making, problem definition, and the process of how the business problem must be translated into research questions
4. **Exploratory Research and Qualitative Analysis:** The purpose of exploratory research is to clarify ambiguous situations or discover ideas that may be potential business opportunities
5. **Secondary Data Research in a Digital Age:** The ease of uncovering already existing information though various search engines
6. **Survey Research and Basic Communication Methods:** A research technique in which a sample is interviewed personally, through the phone or electronically. For the implementation of valid survey however Sampling Designs and Sampling Procedures, Fieldwork, Editing and Coding, Basic Data Analysis and Report Writing will be covered
7. **Observation:** A systematic process of recording the behavioral patterns of people, objects, and occurrences as they are witnessed
8. **Experimental research:** A carefully controlled study in which the researcher manipulates a proposed cause and observes any corresponding change in the proposed effect
9. **Measurement and Attitude Measurement:** An understanding of the process of describing some property of a phenomenon of interest
10. **Questionnaire Design:** A survey is as good as its questionnaire. Therefore the process and restrictions in designing a questionnaire is essential to the success of the project

Learning Activities and Teaching Methods:

Lectures, Presentations, Practical Exercises and Assignments, Guest Lectures.

Assessment Methods:

Case study analysis, Presentations, Project, Final Exam.
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Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Alvin Burns, Ronald Bush	Marketing Research, 6 th Edition	Pearson Education	2009	

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
W.G. Zikmund,	Exploring Marketing Research,	Dryden 9th Edition	2010	ISBN 0- 03026218-6