



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-398	Marketing Research	6
Prerequisites	Department	Semester
Marketing MKTG-291	Marketing	Spring
Type of Course	Field	Language of Instruction
Required	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st ycle	Dr Yioula Melanthiou	2 nd , 3 rd or 4 th
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Provide students with a thorough, in-depth knowledge of marketing research, and the marketing research process.
- Enable students to develop the necessary skills for systematic problem analysis and to translate management problems into the appropriate marketing research problems
- Demonstrate how to design and execute a basic survey research project.

Learning Outcomes:

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

1. Understood the basic principles of Marketing research and how the marketing research process assists in offering valuable insight to decision makers (INTRODUCTION)
2. Evaluated the various research methods available and learned how and when to use them for gathering information (DESIGNING RESEARCH STUDIES)
3. Learned how to design good questionnaires, use correct measurement scales and apply sound sampling principles in order to gather valid and reliable information (MEASUREMENT AND SAMPLING)
4. Gained knowledge as to how to analyze research results and communicate results to decision makers and other stakeholders (ANALYSIS AND REPORTING)

Course Content:

1. The Role of Marketing Research
2. The Marketing Research Process
3. Qualitative Research
4. Secondary Data Research
5. Survey Research
6. Measurement and Attitude Scaling
7. Questionnaire Design
8. Sampling Designs and Sampling Procedures
9. Basic Data Analysis
10. Communicating Research Results

Learning Activities and Teaching Methods:

Faculty and Guest-Lectures Seminars, Class discussions, In-class Practical Exercises, Lab Sessions

Assessment Methods:

Quizzes, Midterm Exam, Final Exam, Class Participation

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Lecture notes of Essentials of Marketing Research, 5th ed.	Barry J. Babin; William G. Zikmund	Cengage	2016	
Essentials of Marketing Research, 5th ed.	Barry J. Babin; William G. Zikmund	Cengage	2016	9781305263475 9781305843257 (ebook)

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Marketing Research: A Practical Approach	Kolb, Bonita M.	SAGE Publications Ltd	2008	E-book 9781118819647