



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-396	Marketing Research and Data Analytics	6
Prerequisites	Department	Semester
MKTG-291	Management	Fall
Type of Course	Field	Language of Instruction
Required	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Anna Makrides	2 nd , 3 rd or 4 th
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Introduce marketing research.
- Provide an overview of the marketing research process.
- Explain research design and its major types.
- Provide knowledge on both qualitative and quantitative research methods used in marketing research.
- Discuss the types of measures used in marketing research and the steps involved with the design of a questionnaire.
- Understand the basic concepts involved with samples and sampling.
- Discuss different types of statistical analyses used in marketing research.
- Interpret SPSS results (t-test, Correlation, Regression, ANOVA, MANOVA).
- Discuss various emerging marketing analytics approaches, investigate different use cases and interpret results.

Learning Outcomes:

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

1. Understand the basic principles of marketing research and how it assists in offering valuable insights to decision makers.
2. Understand the steps of the marketing research process, as well as how to define the problem and formulate research objectives.

3. Comprehend what research design is and distinguish between the three major types of research design: exploratory, descriptive, and causal.
4. Evaluate the various research methods available for conducting marketing research and know how and when to use them for gathering information
5. Design good questionnaires, use correct measurement scales and apply sound sampling principles in order to gather valid and reliable information.
6. Analyze research results and communicate results to decision makers and other stakeholders
7. Understand emerging analytical approaches including natural language processing, social network analysis and digital marketing analytics, as well as evaluate and interpret results from those analyses.

Course Content:

SECTION I: Introducing marketing research

- The need for marketing research
- The marketing research industry

SECTION II: Planning and designing marketing research

- Marketing research process
- Defining the problem
- Formulating research objectives
- Components of the marketing research proposal
- Research design

SECTION III: Secondary data

- Sources of secondary data
- Evaluating secondary data

SECTION IV: Qualitative marketing research

- Qualitative research methods
- Doing qualitative marketing research
- Analysing qualitative data

SECTION V: Quantitative marketing research

- Methods of data collection
- Designing marketing research questionnaires
- Selecting the sample
- Determining the size of a sample
- Understanding data
- Analysing quantitative data

SECTION VI: Emerging Analytical Approaches

- Natural language processing
- Social network analysis
- Web analytics

Learning Activities and Teaching Methods:

PowerPoint presentations and additional readings available on Moodle; discussion on in-class exercises and real-life examples; computer labs for the demonstration of SPSS; group projects.

Assessment Methods:

Participation, Practical Exercises, Project, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Marketing Research, Global Edition, 9th Edition	Alvin C. Burns, Ronald F. Bush, Ann F. Veeck	Pearson	2020	9781292318059
Essentials of Marketing Analytics, 1st Edition	Joseph Hair, Dana E. Harrison, Haya Ajjan	McGraw-Hill	2022	9781264263608 10: 1264263600

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
The Practice of Market Research, 5th Edition	Yvonne McGivern	Pearson	2021	9781292331331