



UNIVERSITY OF NICOSIA

School of Business

Marketing Department

Course Code MKTG-398	Course Title Marketing Research	ECTS Credits 6
Department Marketing	Semester Spring	Prerequisites MKTG-291
Type of Course Requirement and/or Elective	Field Marketing	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 2	Lecturer Dr Yioula Melanthiou
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None

Course description:

Marketing research is considered to be one of the most paramount activities of any firm as it provides organized, systematic and valuable information for decision-making purposes. This course aims to provide a fundamental understanding of marketing research methods and tools. Qualitative and quantitative aspects of marketing research will be presented and explained and students will be taken through a step-by-step journey through the marketing research process.

Objectives of the Course:

The main objectives of the course are:

- To provide students with a thorough, in-depth knowledge of marketing research, and the marketing research process.
- To help students develop the necessary skills for systematic problem analysis and to translate management problems into the appropriate marketing research problems
- To help students develop a critical eye for marketing research and appreciation for its potential contributions and limitations.
- To enable students to design and execute a basic survey research project.

Learning Outcomes:

After completion of the course students will have:

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 Contents:**INTRODUCTION**

1. The Role of Marketing Research
2. The Marketing Research Process

DESIGNING RESEARCH STUDIES

3. Qualitative Research
4. Secondary Data Research
5. Survey Research

MEASUREMENT

6. Measurement and Attitude Scaling
7. Questionnaire Design

SAMPLING

8. Sampling Designs and Sampling Procedures

ANALYSIS AND REPORTING

9. Basic Data Analysis
10. Communicating Research Results

Teaching Methods:

Lectures, lab sessions, practical exercises, workshops and discussions with class participation

Assessment Methods:

Quizzes, Midterm Exam, Final Exam, Class Participation

Required Textbook/Reading:

Authors	Title	Publisher	Year	ISBN
Yioula Melanthiou	Lecture Notes	Moodle	2015	
Barry J. Babin; William G. Zikmund	Essentials of Marketing Research, 5 th Edition Available also as e-Book	Cengage	2013	978-1-133-27343-1 978-1-285-80158-2

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	Access via UNIC library *
Kolb, Bonita M.	Marketing Research: A Practical Approach	SAGE Publications Ltd	2008	E-book 9781118819647 Click here for free online access