Course Title	Marketing Research
Course Code	MAR200
Course Type	Compulsory
Level	Bachelor (1st Cycle)
Year / Semester	2th Year/ 4th Semester
Instructor's Name	TBA

ECTS	6	Lectures / week	3 Hours/14 Weeks	Laboratories / week	None

Course Purpose and Objectives	This course will provide students with a comprehensive presentation of the field of marketing research, with emphasis given on an applied approach with practical applications. The course aims to provide a working knowledge of a statistical package to analyze data (IBM SPSS). In particular, students with the assistance of computerized audio-visual aids will be introduced to the practical use of SPSS for research issues related with data preparation and processing, tabulation and graphics, summary statistics as well as univariate and multivariate statistical analysis.
Learning Outcomes	Upon successful completion of this course students should be able to: 1. Apply the theoretical bases of marketing research to various business settings 2. Discuss the business environment from a research perspective. 3. Apply the learned marketing research skills which they have acquired in class via the usage of questioning and industry based case studies. 4. Equipped to undertake marketing research positions after being exposed to contemporary industry based examples. 5. Analyze the complexities and challenges involved in working in the field of marketing research

Prerequisites	MAR100	Co-requisites	None

Course Content	Introduction to the course. The nature and role of marketing research. Formulating and clarifying the marketing research topic. Formulating the research design Exploratory research and qualitative analysis Secondary data research

	Survey research: An overview Survey research: basic methods of communication Questionnaire design Sampling designs and sampling procedures Determination of sample size Fieldwork Globalization of markets and international marketing research Putting it all together: an international marketing information system Univariate statistical analysis. Bivariate statistical analysis: difference between two variables Qualitative Data Analysis (structured, semi structured interviews, focus groups, observations etc.)
Teaching Methodology	Face-to face
Bibliography	**Required Reading:** Zikmund, W., & Babin, Barry (2010) *Exploring Marketing Research*, (10th ed.). South-Western **Recommended Reading** 1. Schmidt, M., & Hollensen, S. (2006) Marketing research: An international approach. Prentice Hall 2. Burns, A., & Bush, R. F. (2006). Marketing research (5th ed.). Prentice Hall 3. *Journal of Marketing Research* 4. International Journal of Market Research (IJMR) 5. International Journal of Research in Marketing
Assessment			
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Examinations	60%	
Project	30%	
Attendance/Class Participation	10%	
	100%	
Language	English