

Course Title	Marketing Research				
Course Code	MRD200				
Course Type	Compulsory				
Level	Bachelor (1st Cycle)				
Year / Semester	2 th Year/ 4 th Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	Up to 6 teleconferences	Laboratories / week	None
Course Purpose and Objectives	<p>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.</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ol style="list-style-type: none"> 1. Apply the theoretical bases of marketing research to various business settings 2. Demonstrate an understanding of 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. Students will become better equipped to undertake marketing research positions after being exposed to contemporary industry based examples. 5. Develop an in depth understanding of the complexities and challenges involved in working in the field of marketing research 				
Prerequisites	MRD100	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				

	<p>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.)</p>		
Teaching Methodology	E - Learning		
Bibliography	<p>Required Reading: Zikmund, W., & Babin, Barry (2010) <i>Exploring Marketing Research</i>, (10th ed.). South-Western</p> <p>Recommended Reading</p> <ol style="list-style-type: none"> 1. Schmidt, M., & Hollensen, S. (2006) <i>Marketing research: An international approach</i>. Prentice Hall 2. Burns, A., & Bush, R. F. (2006). <i>Marketing research</i> (5th ed.). Prentice Hall 3. <i>Journal of Marketing Research</i> 4. <i>International Journal of Market Research (IJMR)</i> 5. <i>International Journal of Research in Marketing</i> 		
Assessment	Final Examinations	50%	
	Assignments/On-going evaluation	50%	
		100%	
Language	English		