

SYLLABUS

INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL
OF BUSINESS



SYLLABUS



Course Name			
		Marketing research	
Lecturer (s)			
		Iryna Kalina, Doctor of Economics, associate professor, professor at the Department of Management, Finance and Business Administration	
Lecturer's profile			
		https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#kalina	
Consultations			
online consulting		–	
offline consulting		Friday 2 p.m. – 4 p.m.	
Contact number			
		+380 67 682 34 84	
E-mail			
		irynakalina@ieu.edu.ua	
Discipline page			
		https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat	
Form of final control	test	def. test	exam
	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



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1 Brief discipline annotation

This academic discipline is the theoretical foundation for a set of knowledge and skills developing the profile of a marketing specialist. While studying the discipline, students analyze existing internal or external marketing problems, reserves, criteria for success or failure, levels of potential risk, as well as choose the most efficient techniques in accordance with the goals, objectives, subject and objects of marketing research.

2 Background for studying discipline

Subject matter of the Marketing research discipline: methods and processes for researching the external and internal business environment of an enterprise.

3 Goal and objectives of the discipline

The goal of the Marketing research discipline is to provide students with a system of theoretical knowledge and applied skills in organizing and conducting marketing research.

Key objectives of the discipline:

- to master basic concepts, methods and technologies of marketing research;
- to learn skills of research work and marketing analysis;
- to develop strategic economic thinking and ability to apply theoretical knowledge in practical activities.

4 Learning outcomes

PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.

PLO 2. To analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.

PLO 5. To identify and analyze the key characteristics of marketing systems of different levels, as well as the particularities of their entities.

PLO 6. To identify functional areas of marketing activities of a market entity and their relations in the management system, calculate appropriate indicators characterizing the efficiency of such activities.

5 Learning outcomes

4 ECTS credits / 120 academic hours



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Course Content

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		1	p	sem.	ind.	i. w.		1	p	sem.	ind.	i. w.
1	2	3	4	5	6	7	8	9	10	11	12	13
Content section 1. Essence and methodology of marketing research												
Topic 1. Marketing research system	7	2	-	-	-	5	8	-	-	-	-	8
Topic 2. Marketing information	7	2	-	-	-	5	10	1	1	-	-	8
Topic 3. Organization of work with advertising information providers	7	1	1	-	-	5	8	-	-	-	-	8
Topic 4. Structure and process of marketing research	7	1	1	-	-	5	9	-	1	-	-	8
Topic 5. Methods of primary information collection	8	1	2			5	10	1	1			8
<i>Test work No. 1</i>	4	-	2	-	-	2	-	-	-	-	-	-
Total per content section 1	40	7	6	-	-	27	45	2	3	-	-	40
Content section 2. Key areas of marketing research												
Topic 6. Definition of market capacity and its segments	8	2	2	-	-	4	7	-	-	-	-	7
Topic 7. Research of market conditions	8	2	2	-	-	4	8	-	1	-	-	7
Topic 8. Forecast sales research	9	2	2	-	-	5	7	-	-	-	-	7
Topic 9. Research of competitive environment and competitors	9	2	2	-	-	5	10	2	-	-	-	8
Topic 10. Consumer behavior research	8	1	2			5	8	-	-			8
Topic 11. Marketing research of the internal environment of the enterprise	8	2	1			5	12	2	-			10
Topic 12. Marketing research of brands	9	2	2			5	8	-	-			8
Topic 13. Marketing research in the service sector	9	2	2			5	7	-	-			7
Topic 14. Software products and their application in marketing research	8	2	1			5	8	-	-			8
<i>Test work No. 2</i>	4	-	2	-	-	2	-	-	-	-	-	-
Total per content section 2	80	17	18	-	-	45	75	4	1	-	-	70
Total hours	120	24	24	-	-	72	120	6	4	-	-	110



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List of obligatory tasks

1. Marketing research system
2. Marketing information
3. Organization of work with advertising information providers
4. Structure and process of marketing research
5. Methods of primary information collection
6. Definition of market capacity and its segments
7. Research of market conditions
8. Forecast sales research
9. Research of competitive environment and competitors
10. Consumer behavior research
11. Marketing research of the internal environment of the enterprise
12. Marketing research of brands
13. Marketing research in the service sector
14. Software products and their application in marketing research

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List of selective tasks

1. Types of marketing research. Conditions for using certain types of marketing research.
2. Organizational forms of marketing research.
3. Current state and trends in the development of marketing research in developed Western countries and in Ukraine.
4. Types of marketing information, its purpose in marketing activities.
5. Syndicated information: essence, advantages and disadvantages, areas of use in marketing research.
6. Sources of marketing information in the marketing research system.
7. Sources of secondary information in Ukraine and other countries.
8. Features, advantages, disadvantages and conditions for using desk, field, panel and pilot marketing research.
9. Preliminary study of the enterprise's problem in the process of market research: analyzing the level of profitability of economic activities.
10. Activities of specialized firms to provide marketing services.
11. Market segmentation by demographic, social and economic characteristics: organization and methods of research.
12. Market segmentation by behavioral attributes: organization and methods of research.
13. Observation method in conducting marketing research.
14. Focus group method in conducting marketing research.
15. In-depth interview as a research method.
16. Protocol analysis and projective ways of research.
17. Panel method of research.
18. Development of a sampling plan and determination of sample size.
19. Conducting marketing research on market size and market share.
20. Investigation of the main factors determining consumer assessment and behavior: personal, cultural, social and psychological factors.
21. Research of consumers' attitude towards the company and its products.
22. Study of the value system of consumers and the level of satisfaction of their requests.
23. Theories of consumer behavior: economic and motivational.
24. Analysis of types of consumer buying behavior.
25. Study of needs, values, wishes, motivation of consumers.



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9 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
1 semester	5th semester	available	3rd year	Professional training

10 Assessment system and requirements. General system of discipline assessment

As part of discipline teaching, one carries out current and final control of students' knowledge.

The final credit grade is given according to the total rating of students.

QR Code: <https://ieu.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: QR Code: <https://ieu.edu.ua/docs/pol-mark-esb.pdf>

11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

QR Code: <https://ieu.edu.ua/docs/050.pdf>



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12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, group work and discussion seminars.

During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

QR Code: <https://ieu.edu.ua/docs/050.pdf>

14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code: <https://ieu.edu.ua/docs/011.pdf>

15 Recommended sources of information

Primary (basic) literature:

1. Kalina I.I. Marketing research of digitalization of agricultural enterprises and agricultural trademarks of IAPM. Economic Sciences. 2022. Edition 1 (64). Kyiv: Interregional Academy of Personnel Management, 2022. P. 38-47.
2. Kosar N.S., Mnykh O.B., Krykavskiy Y.V., Leonova S.V. Marketing research. Textbook. Lviv: Lviv Polytechnic Publishing House, 2018. 460 p.
3. Bezuhla L.S., Ilchenko T.V., Yurchenko N.I. Marketing research: Study guide. Dnipro: Publisher Bila K.O. 2019. 300 p.
4. Kosenko O.P. Marketing activities of enterprises: Study guide. Kharkiv: NTU "KPI", 2018. 1000 p.
5. Lypchuk, V.V. Marketing research: study guide. Lviv: Magnolia 2006, 2012. 352 p.
6. Poltorak, V. A. Marketing research: study guide. – 3rd edition, revised and supplemented. Kyiv: Center for educational literature, 2014. 341 p.
7. Diuhovanets O.M. Marketing research and information analysis: a course of lectures. Uzhhorod National University State Higher Education Institution. Uzhhorod: Outdoor-Shark. 2015. 178 p.
8. Zhehus O.V., Partsyryna T.M. Marketing research: study guide. Kharkiv: Individual Entrepreneur Ivanchenko I.S., 2016. 237 p.



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Рекомендовані джерела інформації

Additional literature:

1. Annienkov R.A. Stages and methods of marketing research of the competitive environment. Efficient economy. URL: <http://www.economy.nayka.com.ua/?op=1&z=3019>
2. Oaklander M.A., Oaklander T.O., Yashkin O.I. Trends in marketing research: online panels and online communities. Marketing and management of innovations. 2018. No. 1. P. 118-129. URL: <http://mmi.fem.sumdu.edu.ua/>

Information resources:

1. American Marketing Association [Electronic resource] – Available at: <http://www.marketingpower.com>
2. Ukrainian Marketing Association [Electronic resource] – Available at: <http://www.uam.in.ua>
3. MarketingMix Internet publication about marketing. URL: <http://www.mm.com.ua>.
4. Infographics: 20 new brands entering the Ukrainian market in 2018. URL: <https://rau.ua/novyni/grafika-20-novyh-brendov-2018/>

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Tips on successful study during the course

If you want to succeed in this discipline, you should be:

- persistent, attentive and curious;
- creative, cheerful, and open to communication and discussions;
- ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.

See you at classes!