

# SYLLABUS

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INTERNATIONAL EUROPEAN  
UNIVERSITY



EUROPEAN SCHOOL  
OF BUSINESS



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Course Name				
		Marketing research		
Lecturer (s)				
		Olha Panchenko, PhD, associate professor at the Department of Management, Finance and Business Administration		
Lecturer's profile				
		<a href="https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu">https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu</a>		
Consultations				
online consulting		Wednesday 3 p.m. – 4 p.m.		
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Discipline page				
		<a href="https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat">https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat</a>		
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.

The use of materials of the second content module, IT product marketing, is allowed according to the Certificate No. 098/082-2023 of the advanced training program for higher education institutions by Genesis IT Company for accreditation of course integration at International European University: IT product marketing (July 24 to August 4, 2023, Kyiv, capacity: 2 ECTS credits, 60 academic hours).

## 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

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		1	p	lab.	ind.	i. w.		1	p	ind.	ind.	i. w.
2	3	4	5	6	7	8	9	10	11	12	13	
<b>Content section 1. Essence and methodology of marketing research</b>												
Topic 1. Marketing research system	10	2	2	-	-	6	9	-	-	-	-	9
Topic 2. Marketing information	9	2	1	-	-	6	12	2	1	-	-	9
Topic 3. Methods of primary information collection	10	2	2	-	-	6	9	-	-	-	-	9
Topic 4. Structure and process of marketing research	11	2	3	-	-	6	9	-	-	-	-	9
Topic 5. Applied marketing research	10	2	2	-	-	6	12	2	1	-	-	9
Topic 6. Information support of marketing research	9	2	2	-	-	5	9	-	-	-	-	9
<i>Test work No. 1</i>	1	-	1	-	-	-	-	-	-	-	-	-
<b>Total per content module 1</b>	<b>60</b>	<b>12</b>	<b>13</b>	<b>-</b>	<b>-</b>	<b>35</b>	<b>60</b>	<b>4</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>54</b>
<b>Content module 2. IT product marketing</b>												
Topic 7. Introduction to the course. Introduction to IT product marketing	10	2	2	-	-	6	9	-	-	-	-	9
Topic 8. Conducting research and analytical skills. How does a marketer develop critical thinking?	9	2	1	-	-	6	12	2	1	-	-	9
Topic 9. Fundamentals of design and the development of awareness. How to be aware of the latest trends on the market?	10	2	2	-	-	6	9	-	-	-	-	9
Topic 10. Storytelling in brand marketing: why and how do brands create stories?	11	2	3	-	-	6	9	-	-	-	-	9
Topic 11. Teamwork: how can a marketer adjust efficient processes? Career path of a marketer	9	2	1	-	-	6	12	2	1	-	-	9
Topic 12. Development of presentation skills: from creating a high-quality presentation to pitching ideas	10	2	1	-	-	7	9	-	-	-	-	9
<i>Test work No. 2</i>	1	-	1	-	-	-	-	-	-	-	-	-
<b>Total per content module 2</b>	<b>60</b>	<b>12</b>	<b>11</b>	<b>-</b>	<b>-</b>	<b>37</b>	<b>60</b>	<b>4</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>54</b>
<b>Total hours</b>	<b>120</b>	<b>24</b>	<b>24</b>	<b>-</b>	<b>-</b>	<b>72</b>	<b>120</b>	<b>8</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>108</b>



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## List of obligatory tasks

1. Marketing research system
2. Marketing information
3. Methods of primary information collection
4. Structure and process of marketing research
5. Applied marketing research
6. Information support of marketing research
7. Introduction to the course. Introduction to IT product marketing
8. Conducting research and analytical skills. How does a marketer develop critical thinking?
9. Fundamentals of design and the development of awareness. How to be aware of the latest trends on the market?
10. Storytelling in brand marketing: why and how do brands create stories?
11. Teamwork: how can a marketer adjust efficient processes? Career path of a marketer
12. Development of presentation skills: from creating a high-quality presentation to pitching ideas

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## List of selective tasks

1. Analysis of the protocol and research methods.
2. Analysis of types of purchasing behavior of consumers.
3. Study of the consumer value system and the level of satisfaction of their demands.
4. Types of marketing research. Conditions for using certain types of marketing research.
5. Types of marketing information, its purpose in marketing activities.
6. In-depth interview as a research method.
7. Sources of secondary information in Ukraine and other countries.
8. Sources of marketing information in the marketing research system.
9. Activities of specialized firms to provide marketing services.
10. Study of the main factors determining consumer assessments and behavior: personal, cultural, social, and psychological factors.
11. Study of needs, values, wishes, motivation of consumers.
12. Research of consumers' attitude towards the company and its products.
13. Marketing research of the internal environment of enterprises.
14. Method of observation in conducting marketing research.
15. Method of focus groups in conducting marketing research.
16. Organizational forms of conducting marketing research.
17. Particularities, advantages, disadvantages and conditions of using desk, field, panel and pilot marketing research.
18. Panel research method.
19. Planning and formation of the sample.
20. Preliminary study of the enterprise problem in the process of marketing research: analyzing the level of profitability of economic activities
21. Conducting marketing research of market size and market share.
22. Development of sampling plan and determination of sample size.
23. Scale development and measurement in marketing research.
24. Market segmentation by demographic, social and economic attributes: organization and research methods.
25. Market segmentation by behavioral attributes: organization and methods of research.
26. Syndicated information: essence, advantages and disadvantages, areas of use in marketing research.
27. Current state and trends in the development of marketing research in developed countries of the West and Ukraine.
28. Theories of consumer behavior: economic and motivational.



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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.

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: <https://ie.u.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 exam (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. <https://ie.u.edu.ua/docs/050.pdf>

## 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, case studies, group work and discussion seminars. The study of the discipline includes teamwork and individual group work. The classroom atmosphere is friendly, polite and creative. Students should be honest and responsible. It is important to remember that attendance at lectures and practical classes is a prerequisite for the assessment of knowledge. 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 development, develop young people's respect for parents, women, older people, colleagues, and classmates.

## 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. <https://ie.u.edu.ua/docs/050.pdf>



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## 14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles  
<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., Partsyra T.M. Marketing research: study guide. Kharkiv: Individual Entrepreneur Ivanchenko I.S., 2016. 237 p.

### 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/>

## 16 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!