

<b>Study program: Modern Business Management; Module: Marketing Management</b>			
<b>Subject name: Marketing research</b>			
<b>Lecturers:</b> Jelena Lukić, Ph.D. ( <a href="mailto:jelena.lukic@mbs.edu.rs">jelena.lukic@mbs.edu.rs</a> )			
<b>Subject status: obligatory</b>			
<b>ECTS: 8</b>			
<b>Pre-requisites: Business statistics</b>			
<b>Subject goals</b> The goal is to introduce the students to the key marketing research knowledge through their phases, elements, methods, multidisciplinary, organization and the use of modern software solutions, as well as the research process itself that includes a series of steps starting from the data collection organization till the research results reports.			
<b>Subject outcomes</b> The students learn the knowledge that represents the basis for understanding and further studying in the marketing research field, as well as the capacity for planning, organization, and conducting different marketing research necessary for specific business activities.			
<b>Subject description</b> <b>Assignments:</b> Theoretical: Marketing research practice; Different research areas; Marketing process research ( the introduction with different phases of marketing research); Design and research implementation; The accessible database search; Primary sources of data collection; Information collection: Qualitative and observation methods (focus group and deep interview); Information collection: Quantitative sources (different questionnaire methods); Attitude measure by the questionnaire method; Measure and scaling in the marketing research; Numerical data: nominal, ordinal, interval and ration data; Infomation collection problems; Relations between the variables; Sample size and statistical theory; Descriptive statistics and frequency conducting in SPSS; Logical concept of hypothesis testing; The factors that impact the statistical technique choice; The demonstration use of statistical analyses in SPSS; Demonstration variance analysis in SPSS; Correlation and regress analysis; The understanding of the correlation use as connection measures; Differing the simple and partial correlation; The understanding of the regressional analyses goals; The parameter marks analysis; Considering the possibilities regressional use analysis Practical: Tasks, data analysis, demonstration and the analysis in SPSS.			
<b>Materials</b> Акер, А. Д., Кумар, В., Деј С. Ц. (2008). Маркетиншко истраживање (9 издање). John Wiley and Sons Inc. Палант, Ј. (2009). СПСС приручник за преживљавање. Микро књига. Ханић, Х. (2008), Процес истраживања тржишта, Београдска банкарска академија, Београд.			
<b>Total number</b>		<b>Courses: 3x15=45</b>	<b>Practice: 3x15=45</b>
<b>Teaching methods</b> Lectures are auditory supported by modern teaching tools and active student participation. Exerices include: research work in the students' lab.			
<b>Grade (maximum number of points 100)</b>			
<b>Pre-exam assignments</b>	points	<b>Final exam</b>	points
Course activity	10	written exam	
Practice	20	oral exam	30
Test-s	20	.....	
Essay-s	20		

