

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Marketing Research, Marketing Information System
Name of the subject in English:	Marketing Research, Marketing Information System
Credit value of the subject:	6
The code of the subject in the electronic study system:	MN-MARMAI-06-KG
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Lecture + Practical, class per week: 2+2, class per semester: 0+0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The aim of the Marketing Research, Marketing Information System (hereinafter referred to as MR-MIS) course is to familiarise students with the main tasks of marketing research, to understand the systematic and objective method of gathering information and to be able to collect, analyse and use it appropriately. By completing the course, students will be able to interpret the main secondary and primary research methods, their advantages and disadvantages, and the results that can be obtained from their application from a client's point of view. By the end of the semester, they will be able to effectively use the advantages of secondary research using the most important data sources and to conduct independent primary research using qualitative and quantitative methods.

SUMMARY OF THE CONTENT OF THE SUBJECT

During the semester, students will learn the main features of marketing research, marketing information system, the rules of its development, the most important tools and elements, and learn how to use them. The first part of the course will cover the process of marketing information and marketing research and the importance of using the most important secondary data sources. The second main element of the course will cover primary research (e.g. interviewing, observation, experimentation, panel surveys, data collection) and the use and analysis of qualitative and quantitative research methods. The final part of the course will review the application of different research forms, with a particular focus on media research, trade research, and satisfaction and loyalty research.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The main task of the students is to carry out primary research (typically questionnaire, in-depth interview guide, focus group interview), either individually or in groups, and to analyse the results using various statistical methods. Successful completion of the course is conditional on the completion of the compulsory assignments (design of primary research, analysis of a scientific article) and uploading them to Coospace.

EVALUATION OF THE SUBJECT:

A total of 100 points can be earned during the semester, divided according to the following tasks:

- 1) [Summative] Written exam
- Max. possible points available: 50 points (lecture)

- Written assignment consisting of several types of questions and topics, based on the material covered in class and the required literature.

- The exam must be completed in 60 minutes.

- The written examination will be marked on a five-point scale as follows:

Excellent: 45-50 points

Good: 39-44 points

Satisfactory: 33-38 points

Pass: 25-32 points

Fail: 0-24 points

2) [Formative, Summative, Compulsory] First primary research - Questionnaire.

Max. possible points available: 25 points (practice).

- Based on the topic chosen in the practical lesson, design a questionnaire with at least 10 questions related to the topic and 3 additional demographic questions. The questionnaire will be checked and corrected by the instructor before the questionnaire is taken.

- The questionnaire should be prepared in a Word document or online. In case of a Word document, it should be uploaded to Coospace and in case of an online website, the link should be sent to the lecturer.

- The relevant results of the questionnaire must be presented, and the presentation must be uploaded to Coospace at least 2 days before the lecture is due to take place.

- The questionnaire and presentation will be evaluated on a four-point scale:

Excellent: 22-25 points - the student has understood the assignment and has completed the assignment based on the knowledge of the mandatory editorial elements presented in the lecture and the tutorial. The student's approach to the task is exemplary, motivated and forward-looking.

Good: 18-21 points - the student has understood most of the task, but has only partially fulfilled the knowledge of the compulsory editorial elements in the lecture and the exercise. The student's ability to solve the task, lack of effort to complete the assignment.

Satisfactory: 13-17 points - the student has not understood the task, has not covered the compulsory elements of the lecture and the exercise

Fail: 0-12 points - the student has not completed the assignment by the due date, or has not prepared the assignment correctly.

3) [Formative, Summative, Compulsory] Second primary research - In-depth interview or Focus group guide.

Max score available: 25 points (practical).

- Based on the topic chosen in the practical class, designing an in-depth interview or focus group guide with the instructor.

- The guide should be uploaded to Coospace in word document.

- In the case of an in-depth interview, the guide should be consulted with at least 3 participants and the relevant results should be presented, and should also be uploaded to Coospace at least 2 days before the lecture.

- The interview and presentation will be evaluated on a four-point scale:

Excellent: 22-25 points - the student has understood the task and the compulsory exercises and lectures. The student has completed the assignment based on the knowledge of the compulsory editorial elements covered in the lecture and the exercise.

Good: 18-21 points - the student has mostly understood the assignment, but has covered the mandatory and required content of the text in the lecture and in the exercise. The knowledge of the compulsory elements of editing was only partially covered.

Satisfactory: 13-17 points - the student has not understood the task, but has covered the mandatory elements of the text in the lecture and in the tutorial.

Fail: 0-12 points - the student has not completed the assignment by the due date, or has not prepared the assignment correctly.

Offered grade can be given: Yes.

OBLIGATORY READING LIST:

- *Market research in practice : an introduction to gaining greater market insight.* Kogan Page, 2016
- Malhotra, Naresh K.: *Marketing research : an applied approach.* Pearson, [2017]

RECOMMENDED READING LIST:

- Fill, Chris: *Marketing communications : discovery, creation and conversations.* Pearson, 2016