Tárgytematika / Course Description

Marketing Research, Environmental and Market Analysis

KGNM_MMTA072

Tárgyfelelős neve /
Teacher's name: dr. Dernóczi-Polyák Adrienn

Félév / Semester: 2022/23/1

Beszámolási forma /
Assesment: Vizsga

Tárgy heti óraszáma /
Teaching hours(week): 2/2/0

Tárgy féléves óraszáma /
Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

This course is aimed to provide students with an overview of marketing research in terms of needs, definition, process, analysis and reporting. Students should be able to develop a structural thinking ability to translate management problems into tangible research questions. During the course the students should be able to design a marketing research plan and conduct a research themselves.

TANTÁRGY TARTALMA / DESCRIPTION

Week	Topic
week 1	Introduction to Marketing Research
week 2	Research Design, Secondary data
week 3	Qualitative Research
week 4	Survey and Observation
week 5	Measurement and Scaling
week 6	Questionnaire and Form Design
week 7	Sampling
week 8	Field work , Data Preparation
week 9	Frequency Distribution, Cross-Tabulation and Hypothesis Testing

week 10	Analysis of Variance and Covariance
week 11	Correlation and Regression
week 12	Factor Analysis
week 13	Cluster Analysis
week 14	Multidimensional Scaling and Conjoint Analysis

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Assignments, research project	40 %
Midterm/endterm test or exam	60 % (min. 50 %)

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Naresh K. Malhotra (2010): Marketing Research- An Applied Orientation. Perarson Education, New Jersey