

## Tárgytematika / Course Description

### Marketing Research, Environmental and Market Analysis

KGNM\_MMTA072

Tárgyfelelős neve /

Teacher's name: dr. Dernóczi-Polyák Adrienn

Félév / Semester: 2023/24/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/2/0

Tárgy féléves óraszám /

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                  |

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### **SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD**

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

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### **KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

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

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### **AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL**