

Subject name: Market research and data analysis		subject code: GUEMR2CBNF GUEMR2CBLF	weekly/semester hours: full time: 2Lc+2Pr+0lab part-time: 10Lc+10tgy+0lab
Credits: 4 Requirement: exam		Pre-requirement: -	
Subject owner: Prof. Dr. Mónika Garai-Fodor	Beosztás: university professor	Faculty and Department name: Keleti Károly Faculty of Business and Management Department of Marketing, Management and Methodology	
Way of Assessments: Two mid-year exams, group project work and class assignments together give the exam mark.			
Course description: Basic concepts of market research and marketing research, the role and place of MIR in decision making. Data and information, information requirements. Classification of market research methods according to the source of the data: primary and secondary sources, their characteristics and types. Classification of market research procedures by type of data: characteristics of qualitative and quantitative data. Observation, types, characteristics. Types of experiments, characteristics. Types and characteristics of qualitative interviewing procedures, types and characteristics of guide, rules for interviewing. Types and characteristics of quantitative interviewing procedures, rules for standardised questionnaire. Types of questions, levels of measurement, rules for statistical processing of questions. Structure of the research report.			
Detailed description of the subject, schedule			
Education weeks	Topics for lectures and practices		
1.	What a Client need to fix at a brief? Writing a proper research brief		
2.	Elements of a brief: goals, main questions, methods, target group, timing, budget etc.		
3.	How to search: Sources of secondary data		
4.	Qualitative approach, application of qualitative research, In-depth interviews, expert interviews, focus groups		
5.	Observational methods, incl. eye-tracking and Mystery Shopping		
6.	Quantitative market research techniques, Forms and applications of quantitative research		
7.	Writing the proper questionnaire		
8.	Measurement and scale use		
9.	Fieldwork		
10.	Analysing rules		
11.	Preparing a research report / I		
12.	Preparing a research report / II		
13.	Presentations		
14.	Closin, summing up		
Mid-term requirements			
Midterm papers, exams, submissions:			
1.	Briefing		
2.	Guide and questionnaire		
3.	Fieldwork		
4.	Final presentation		

The signature requirement, the method used to form an exam mark:
<p>A total of 100 points can be earned during the semester, divided according to the following tasks:</p> <p>NO written exams.</p> <p>PREVIEW</p> <p>2) [Formative, Summative, Compulsory]</p> <p>Brief (33%)</p> <p>Qual (33%)</p> <p>Quant (33%)</p>
Professional competences to be acquired
<p>Knowledge of the rules and ethical standards of cooperation in projects, teams and work organisations, project management.</p> <p>Familiar with the concept, tools and methodology of marketing in the business and non-profit sectors. Knowledge of the role of marketing in the operation of the company or institution, the relationship of marketing with other processes and functions of the organisation.</p> <ul style="list-style-type: none"> - Ability to prepare marketing research tasks in preparation for marketing and commercial decisions, to formulate the research design and conduct the research, and to analyse the basic context. - Ability to manage company commercial and marketing databases, analyse secondary marketing research information and data, use specific software required. - Ability to work effectively in economic, marketing and commercial projects in business organisations, - In the effort to achieve quality work, he/she is problem-sensitive, proactive, constructive, cooperative and proactive in projects and team work. - Receptive to new information, new professional skills and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation. Under professional guidance, thinks through and develops comprehensive and specific trade and marketing technical issues based on available resources. - Assumes responsibility for developing and justifying professional views on trade and marketing.
Literature
<p>Required:</p> <p>Market research in practice : an introduction to gaining greater market insight. Kogan Page, 2016</p> <p>Malhotra, Naresh K.: Marketing research : an applied approach. Pearson, [2017]</p> <p>Recommended:</p> <p>Coursera: Market Research (University of California, Davis - Beginner course)</p> <p>- Coursera: Qualitative Research (University of California, Davis - Intermediate course)</p> <p>- Coursera: Quantitative Research (University of California, Davis - Intermediate course)</p>