



Public University of Prizren “Ukshin Hoti”
Faculty of Economics
Program – International Management

SYLLABUS							
Level of studies		Bachelor	Programi	IM	Academic year	2019/20	
Subject		Marketing Research					
Year	Second	Course Status	Obligatory	Code		ECTS credits	5
Semester	IV						
Lesson weeks		15		Lesson classes 45		Lectures	Exercises
						2	2
Learning Methodology		Lectures, exercises, seminar papers, consultations, tests.					
Consultations							
Teacher		Rifat HOXHA, PhD		e-mail	hysni.terziu@uni-prizren.com		
				Tel.	044 103 882		
Assistant		Leonora Sopa MSc.		e-mail	leonora.sopa@uni-prizren.com		
				Tel.			

Course Study Goal	Course Description
<p>Course study goal is for the students to be prepared to understand fundamental point of marketing research and its importance for decision makers in marketing management of firms.</p>	<p>This course offers acquaintances basis related to scientific research especially for marketing research. Themes that will be discussed are: Understanding the role of marketing research, SIM and relationship with the disciplines research, process of marketingresearch , types of research and types of data, qualitative and quantitativeresearch, instruments for data collection, samples,data collection , and data analysis and compilation of report research.</p>

	<p>Student Benefits</p> <p>After completing this course, the student expectations are:</p> <ul style="list-style-type: none"> • to understand the importance of marketing research in Management decision making of marketing. • To describe the process of marketing research and to understand when a process is well prepared. • To know and to appreciate resources and methods used for data collection. • To know how to choose which instrument is suitable for data collection in what kind of research. • To understand procedures of questionnaire preparation for primary data collection and their importance, etc.
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Methodology for realization of learning topics:		
Lectures, exercises, interactive approaches, consultations, practical work.		
Conditions for realization of the subject:		
Adequate literature, use of IT tools.		
Student Assessment Mode (in%)		
Group presentations.	Rating in %	Final note
	Up to 10 points and these points are estimated in the total score from the colloquium and the final test.	51-60%-nota 6 61-70 7 71-80 8 81-90 9 91-100 10
	40% of possible points from group activity and added points from the final exam.	
Final Exam.	60% of possible points. These points are added scores by group presentations to issue final evaluation.	

Students Obligations:			
Classes The student should be regular in classes and exercises, make use of all learning opportunities, use mandatory and wider literature, be active and respect the rules on high school ethics in courtesy and co-operation.	Exercises The student should be active in the exercises and reflect the readiness and knowledge of initiatives, ideas and demonstrations of the knowledge acquired in the lectures.		
Student load for the subject			
Activity	Hour	Days/weeks	Total:
Classes	2	15 weeks	30 hours
Exercises	1	15 weeks	15 hours
Practical work			
Contact with teacher/consultant	0,5	15 weeks	7.5 hours
Field exercises			
Seminars	0.5	15 weeks	7.5 hours
Homework	1	15 weeks	15 hours
Self-study time	1	15 weeks	15 hours
Final preparation for Examination	4	15 weeks	60 hours
Time spent in assessment(tests,quizzes,final exam)			
Projects, presentations..etc			
Note: 1 ECTS = 25 hour commitment, ex. if the subject has 6 ECTS credits student must make a commitment during the semester 150 hours		Total load	150 hours

Week	Course		Exercises	
1.	Theme	Hours	Theme	Hours
	Understanding the role of marketing research. Research methods and types of research based on the nature of the problem. Importance of marketing research in management	1	Discussion questions	1

	<p>decisions. Needs for marketing research. The value of marketing informations.</p>			
2.	<p>SIM and Relationship with Research Disciplines. Concept of marketing Keeping the customer and their orientation. Longterm creation of earnings. Relationship of marketing and market research. Organizers and users of marketing research.looking marketing Ethics in marketing research</p>	1	Examples.	1
3.	<p>Research Marketing Process. Marketing Research Plan Data sources and types of searches Methods and tools for data collection Determining the sample and selecting it Collection and processing of data Compilation and presentation of the research report</p>	1	Examples.	1
4.	<p>Types of research Research by location and source of information Research by Research Process</p>	1	Examples.	1
5.	<p>Types of data. The secondary data Advantages and disadvantages of secondary data Evaluation and source of secondary data. Internet and online resources. Primary data and their meaning</p>	1	Exercises.	1

6.	Qualitative research. Understanding Qualitative Research Group Survey The deepest interview Projective interviewing techniques	1		1
7.	Quantitative research Understanding quantitative research Types of quantitative data. Measuring levels Surveillance Methods Survey Methods	1	Examples.	1
8.	First test.	1	Examples.	1
9.	Quantitative experimental research. Understanding and importance of the experimental method. Types of experiment. Value of the experiment. The stages of the experiment.	1	Analyssis and comparisons.	1
10.	Instruments for data collection, Meaning and types of data collection instruments Observation Instruments Survey questionnaire Purposes of using the survey questionnaire	1	Examples.	1

11.	Sample Meaning of the sample Sample Selection Procedures Determining sample size. Sample unit selection	1	Discussion questions,examples.	1
12.	Data collection. Errors in collecting data Data processing Logical data control Data encryption Data table	1	Exercises	1
13.	Data Analysis Descriptive statistics Arithmetic analysis Mode Median Variance Standard deviation.	1		1
14.	Statistical analysis, Statistical testing of hypotheses, Applying hypothesis testing, Correlation analysis, Regression analysis, Factor Analysis.	1	Examples	1
15.	Compilation and presentation of explorative report. Meaning and the importance of the report Requests which must be filling explorative report. Types of explorative report. Forms and parts of the explorative report. Presentation of explorative report	1	Examples and exams consultation.	1

LITERATURE

Base literature:

Prof.dr. Ramiz livoreka, "MARKETING RESEARCH (book university).published from "Dinograf" Ferizaj, 2011.

• **Additional literature:.**

- dictionary of Albanian language Albanian and dictionary of other terminology from marketing, business and economy.
- William G. Zikmund, Exploring Marketing Research, 8E. Thomson South - EESTER, 2002.
- Gilbert A. Churchill, Basic Marketing Research, 4E. South- EESTER Thomson Learning, 2001.
- Donald S. Tull and Del I. Hakins, Marketing Research. Fourth Edition, University of Oregon, Eugene., Etc.

NOTES

Keeping quiet in learning according to the code of academic conduct,

The student should be mindful of and respect the institution and academic rules.

Must observe the class schedule, and be aware of the classroom hours.

It is obligatory to have possession and presentation of student index / card in tests and exams.

When drafting seminar papers, the student must adhere to the instructions given by the teacher for the research and technical accomplishment of the work.