

Course unit title:	Marketing Research and Information Systems		
Course unit code:	ABSM 203		
Type of course unit:	Required		
Level of course unit:	Bachelor (1 st cycle)		
Year of study:	3		
Semester when the unit is delivered:	5 (Fall)		
Number of ECTS credits allocated :	6		
Learning outcomes of the course unit:	<ol style="list-style-type: none"> 1. Identify the importance of information systems in assisting the marketing planning process. 2. Understand the ways in which information is generated and utilised by modern companies. 3. Identify the 11 marketing research steps 4. Outline the various research methods. 5. Employ the various research methods and tools to different marketing research situations 		
Mode of delivery:	Face-to-face		
Prerequisites:	ABSM101	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<p>Introduction to marketing Research What is Marketing Research? The Marketing Information System The uses of Marketing research Identifying market opportunities and problems Evaluating potential marketing options Monitoring and improving marketing performance The Marketing Research Process (An Eleven-step process)</p> <p>The Marketing Research Industry Internal and external suppliers Ethics and Marketing Research</p> <p>Defining the problem and determining Research Objectives Establishing the need for Marketing Research Defining the Problem Establishing marketing research objectives Formulating marketing research proposal</p> <p>Research Design Exploratory research Descriptive research Causal research-Test Marketing</p> <p>Using secondary data and on-line information Classification of secondary data Internal databases External data Locating secondary data sources</p> <p>Qualitative methods Focus Groups Interviews Ethnographic research Observation techniques Other qualitative methods</p>		

	<p>Survey Data-Collection Methods Modes of data collection Choice of survey method</p> <p>Measurement in marketing Research and questionnaire design Basic Question-Response Formats Levels of Measurement Scales The Questionnaire Development Process Questionnaire organisation Computer assisted questionnaire design</p> <p>Selecting and Determining sample size Basic concepts in Samples and Sampling Sample size</p> <p>Data Collection in the Field, Non-response Error, and Questionnaire Screening Errors Field data collection quality controls</p> <p>Data analysis and research report/presentation</p>
Recommended and/or required reading:	
Textbooks:	Burns, A. and Bush, R. (2010) 'Marketing Research', 6 th edition, Pearson/ Prentice Hall, USA.
References:	<p>Burns, A. and Bush, R. (2005) Marketing Research – Online Research Applications. New Jersey: Pearson.</p> <p>Burns, A. and Bush, R. (2005) Basic Marketing Research. New Jersey: Pearson.</p> <p>Churchill, G. A. and Iacobucci, D. (2010) Marketing Research: Methodological Foundations. Ohio: South Western.</p> <p>Robson, C. (2004) Real World Research. Oxford: Blackwell Publishing.</p> <p>Zickmund, W. and Babin, B. J. (2015) Exploring Marketing Research. Boston: South-Western College Publications</p>
Planned learning activities and teaching methods:	Lectures supported by power point presentations, class discussions, use of video material to demonstrate the application of various concepts by companies
Assessment methods and criteria:	<ul style="list-style-type: none"> ▪ Midterm: 15% ▪ Group assignment: 20% ▪ Presentation: 5% ▪ Final exam: 60%
Language of instruction:	English
Work placement(s):	Not applicable