Digital Marketing Specialisation

ABSM203 – Marketing Research and Information Systems

Course Title	Marketing Research and Information Systems				
Course Code	ABSM203				
Course Type	Elective				
Level	BA (Level 3)				
Year / Semester	2nd Year / 4th semester				
Teacher's Name	Dr Athanasia Tziortzi / Mr Yiannos Loizides				
ECTS	6	Lectures / week	3	Laboratories/week	-
Course Purpose	The purpose of this course is to address marketing research as an aid to making marketing decisions. Specifically, the course aims to assist students to understand the process by which market information is collected and analyzed and to apply this understanding in a more real life situation				
Learning Outcomes	By the end of this course students will be able to: o Translate a marketing problem into a feasible research question o Appreciate marketing research as a process that involves a sequence of activities and steps that needs to be followed o Understand the strengths and weaknesses of alternative research designs; o Assess the many sources of marketing information and the various means for gathering such information by modern companies; o Assess the biases and limitations of marketing data and basic data analysis; o Design and execute a basic survey research project.				
Prerequisites	ABSM 101	Corequisites		None	

Course Content	**1. Introduction to marketing Research**
	   o What is Marketing Research?
	   o The Marketing Information System
	   o The uses of Marketing research
	   o Identifying market opportunities and problems
	   o Evaluating potential marketing options
	   o Monitoring and improving marketing performance
	   o The Marketing Research Process (An Eleven-step process)				

2. **The Marketing Research Industry**
   - Internal and external suppliers
   - Ethics and Marketing Research

3. **Defining the problem and determining Research Objectives**
   - Establishing the need for Marketing Research
   - Defining the Problem
   - Establishing marketing research objectives
   - Formulating marketing research proposal

4. **Research Design**
   - Exploratory research
   - Descriptive research
   - Causal research-Test Marketing

5. **Using secondary data and on-line information**
   - Classification of secondary data
   - Internal databases
   - External data
   - Locating secondary data sources

6. **Qualitative methods**
   - Focus Groups
   - Interviews
   - Ethnographic research
   - Observation techniques
   - Other qualitative methods

7. **Survey Data-Collection Methods**
   - Modes of data collection
   - Choice of survey method

8. **Measurement in marketing Research and questionnaire design**
   - Basic Question-Response Formats
   - Levels of Measurement Scales
   - The Questionnaire Development Process
   - Questionnaire organization
   - Computer assisted questionnaire design

9. **Selecting and Determining sample size**
   - Basic concepts in Samples and Sampling
   - Sample size

10. **Data Collection in the Field, Non-response Error, and Questionnaire Screening**
    - Errors
    - Field data collection quality controls

	11. Data analysis and research report/presentation
	The taught part of this course is delivered to the students by the means of thought 3 hour lectures per week with the help of power point presentations. Video and other visual material is also used to demonstrate the application of the course's content by real life companies and to provide students with information by experts (e.g. CEO's, marketing professionals). In addition to the lectures, students are encouraged to participate in active discussions, questions and answer and debates. In class group work involving brainstorming and cooperative learning is an important part of this courses teaching methodology. Students are often requested to work on small tasks/challenges or short case studies in order to consolidate the theoretical concepts taught.
Bibliography	**(a) Textbooks:** Burns, A. and Bush, R. (2017) 'Marketing Research', 8th edition, Pearson, USA. **(b) References:** **Books** o Burns, A. and Bush, R. (2010) Marketing Research – Online Research Applications. New Jersey: Pearson. o Burns, A. and Bush, R. (2005) Basic Marketing Research. New Jersey: Pearson. o Churchill, G. A. and Lacobucci, D. (2010) Marketing Research: Methodological Foundations. Ohio: South Western. o Zickmund, W. and Babin, B. J. (2015) Exploring Marketing Research.Boston: South-Western College Publucations **Journal articles** o A Gneezy. (2017) Field experimentation in Marleting Research. Journal of Marketing Research – Journals Sagepub.com o JF Hair, D Harrison, JJ Risher. (2018) Marketing Research in the 21st Century – Opportunities & Challenges – Journal of Marketing Papers.ssrn.com o K Cleeren, MG Dekimpe, HJ van Heerde. (2017) Marketing research on product-harm crises: a review, managerial implications, and an agenda for future research – Academy of Marketing Springer. o Naresh K. Malhotra. (2018) Marketing Research: Current State and Next Steps – Brazilian Journal of Marketing o Hugues Seraphin, Michele Ambaye, Vanessa Gowreesunkar, Valerie Bonnardel. (2016) A Marketing

	Research tool for destination Marketing Organizations' logo design – Journal of Business Research
	Chapter o Leonidas C. Leonidou, Constantine S. Katsikeas, Saeed Samiee, Bilge Aikol. (2017) International Marketing Research: A State-of-the art Review and the Way Forward – Advances in Global Marketing pg 3-33 **Suggested Journals** o Journal of Marketing Research o Marketing Research.com o Journal of Marketing Management o Journal of Marketing o Journal of Business Research **Useful Links** o Sage o Springer

Assessment	**(a) Methods:**
	
	 Students will be assessed as follows:
	
	 Final exam
	
	 Course work
	 o Group assignment: This is a group assignment which includes a theoretical part and a practical application part
	 o Mid term exam
	 o Oral Presentation
	
	 (b) Criteria:
	
	 Final/Mid term exams: Assessment criteria are available to the students in relation to each of the written exams (final, mid term)
	 o Each question is however assessed using the following general criteria :
	    o 86%-100% excellent / comprehensive answers
	    o 76%-85% very well answered questions
	    o 66%-75% well answered questions
	    o 50%-65% satisfactory answered questions
	    o 0%-49% poor or incorrect answers
	
	 Assessed Group Assignment and Oral Presentation
	
	 *The group assignment assessment criteria are as follows:
	
	                            Maximum Mark

Topic 1: Theory (30%)	
Qualitative Vs Quantitative Research	10
Characteristics	5
Methods for Collecting	10
Use of References	5
Topic 2: Application (70%)	
Research Proposal	15
Types of Primary & Secondary Data	15
Designing a Questionnaire	15
Analysis of Data	15
Research Report	10
MAXIMUM TOTAL MARK	**100**

*The oral presentation assessment criteria are as follows:

	Maximum mark
Preparation	15
PPT presentation (Clear, not overcrowded)	15
Content	20
Organization of information	15
Ability to answer questions	20
Adherence to time limit	15
MAXIMUM TOTAL MARK	**100**

*Note: A detailed explanation of each of the criteria is given to the students in the form of assignment and presentation guidelines

(c) Weights:
- o Final exam: 60%
- o Group assignment: 20%
- o Mid term exam: 15%
- o Presentation: 5%

Language	**English**