



SUBJECT (MODULE) DESCRIPTION

Subject (module) name	Code
Fundamentals of Marketing Research	-

Teacher(s)	Unit(s)
Coordinating: Asist. Dr. Inga Žilionytė Other(s):	Faculty of Economics and Business Administration Sauletekio al. 9, II palace, LT 10222 Vilnius

Degree of study	Subject (module) type
The first	Mandatory

Implementation form	Period of execution	Execution language(s)
Auditory, remote	Autumn semester	Lithuanian, English

Requirements for the student
Prerequisites: Fundamentals of Marketing, Business Statistics

Scope of the subject (module) in credits	Full student workload	Contact hours	Hours of independent work
5	130	48	82

Purpose of the subject (module): competences developed in the study program		
<p>The purpose of the subject is to develop students' ability to collect, analyze and systematize data necessary for evaluating the marketing environment and processes and making reasonable conclusions, to understand the marketing research process, the quantitative and qualitative data collection methods used, and their advantages.</p> <p>This subject aims to develop: the ability to analyze and critically evaluate the information provided in databases; the ability to master and apply quantitative and qualitative information collection methods in practice; the ability to analyze the collected information and apply it in solving global business and global marketing problems; the ability to analyze and systematize the factors and processes that determine user behavior; the ability to forecast market demand in a global business context.</p>		
Study goals of the subject (module).	Study methods	Evaluation methods
Will be able to collect and analyze existing information and statistics in databases.	Reading and analysis of literature, lecture, work and discussions in groups, implementation of projects, practical work with SPSS	Evaluation of projects, personal contribution of group members to group work, intermediate and final tests
Will be able to know the characteristics of survey, observation, experiment, interview and to apply this knowledge in research planning.		
Will be able to interpret information collected during quantitative and qualitative research and apply it to solving marketing problems.		
Knows research methods and can apply them in the study of consumer behaviour during the process of purchasing and using goods.		
Will be able to assess the company's market opportunities by using both secondary and primary information.		

Themes	Contact hours							Self-study time and tasks	
	Lectures	Consultations	Seminars	Exercises	Laboratory works	Practice	All contact work	Independent work	Tasks
1. Concept, objects, process, classification and industry of marketing research	2		1				3	4	Review of literature, familiarization with the content and reporting requirements of the subject research project, formation of the project group and e. registration, studying the course material (Marketing Research: Applied Insight, pp. 1-25)
2. Process of marketing research. Problem formulation. Research design	2		1				3	6	Studying the course material (Marketing Research: Applied Insight, pp. 26-83), preparation of part of the project and interim report
3. Classification of data sources	2		1				3	5	Studying the course material (Marketing Research: Applied Insight, pp. 84-140), preparation of part of the project and interim report
4. Qualitative data collection methods	2		1				3	6	Studying the course material (Marketing Research: Applied Insight, pp. 141-226), preparation of part of the project and interim report
5. Survey and methods of its execution	2		1				3	6	Studying the course material (Marketing Research: Applied Insight, pp. 261-283, 291-295), preparation of part of the project and interim report
6. Observation techniques	2		1				3	6	Studying the course material (Marketing Research: Applied Insight, pp. 283-295), project part preparation and interim report
7. Experiment and its terminology	2		1				3	6	Studying the course material (Marketing Research: Applied Insight, p. 296-326), preparation of part of the project and interim report
8. Compilation of the questionnaire	3		1				4	6	Studying the course material, (Marketing Research: Applied Insight, pp. 365-402) preparation of the project part and interim report

9. Measurement and scaling techniques	3		1				4	6	Studying the course material (Marketing Research: Applied Insight, pp. 327-364), project part preparation and interim report
10. Sampling. Selection of respondents	2		2				4	6	Studying the course material (Marketing Research: Applied Insight, pp. 403-434), project part preparation and interim report
11. Sampling. Sample size	2		1				3	6	Studying the course material (Marketing Research: Applied Insight, pp. 435-460), preparation of part of the project and interim report
12. Data integrity. Data preparation for analysis (using SPSS)	2		1				3	6	Studying the course material (Marketing Research: Applied Insight, 520-547), project part preparation and interim report
13. Data analysis methods (including working with SPSS)	4		2				6	7	Studying the course material (Marketing Research: Applied Insight, pp. 548-786), preparation of the final part of the project and joint report of the parts of the entire project
14. Presentation of results	2		1				3	6	Studying the course material (Marketing Research: Applied Insight, pp. 823-844), presentation of the final report of the research project
Altogether	32		16				48	82	

Evaluation strategy	Weight %	Billing time	Evaluation Criteria
Research project	50	During seminars	<p>The project is prepared in parts during the entire semester, with each part being consistently reported in the form of an interim report in Ms PowerPoint format, while preparing and referencing the content of a separate part of the project during seminars. It is recommended to prepare about 10 slides for the presentation of one part of the project. At the end of the semester, a joint document of the project parts is submitted - the final project report. The final project of the group should be presented publicly in the class by group members.</p> <p>The project is carried out in groups of 3-4 students; assessment for all group members is differentiated depending on each member's personal contribution to group work - group members must submit a completed individual contribution assessment table in the final combined report of the entire project (cover sheet), which must indicate all members of one group, their assigned contribution in percentage (amount 100 percent), detailed specific activities of the contribution and, if necessary, additional comments on the organization and flow of work in the group. The contribution of the most involved person (the group member with the maximum contribution) is considered the starting point for the evaluations of the other group members - the evaluations of the remaining group members are accordingly reduced by the</p>

			<p>difference between the maximum contribution of the group member and the theoretical average contribution of all group members (100% divided by the number of group members). With the equal contribution of the members of the working group, the assessment of all members of the group is the same.</p> <p>Settlements of parts of group projects take place at the scheduled time. If parts of the project are not delivered on time, their assessment is 0 points. The project is continuous, its parts are related and sequentially follow each other, therefore, in the case of partial implementation of the project, only that part of the project submitted before the first uncompleted part of the project is evaluated (even if another part of the project is completed after the omitted part). The value of all parts of the project is equal - the ratio between the number of parts of the project actually performed and the number of parts requested is taken into account in the evaluation.</p> <p>The implementation of each part of the project is evaluated on a scale of 10 points (from 0 to 10 points) in accordance with the VU achievement evaluation system, the overall project evaluation consists of the average of the evaluations of all individual parts of the project. Specific evaluation criteria for projects are provided together with the project description.</p>
Intermediate test	20	During the semester, after listening to the 6th topic of the subject	The intermediate test consists of closed type questions from topics 1-6. The test consists of 20 questions. All questions are of equal value. The full value for the answer is given only if the test question is fully answered, in all other cases it is equated to 0 points.
Test	30	During the exam	The test consists of closed type questions from 7-14 topics. The test consists of 30 questions. All questions are of equal value. The full value for the answer is given only if the test question is fully answered, in all other cases it is equated to 0 points.
			<p>For the final settlement, the student must have submitted a joint report of all parts of the project and written midterm and final tests.</p> <p>Evaluation criteria for the Fundamentals of Marketing Research exam:</p> <ul style="list-style-type: none"> - after scoring 95-100%, the exam evaluation is 10; - after scoring 85-94%, the exam grade is 9; - after scoring 75-84%, the exam grade is 8; - after scoring 65-74%, the exam grade is 7; - after scoring 55-64%, the exam grade is 6; - after scoring 45-54%, the exam evaluation is 5; - if you get less than 45%, the exam is considered failed.
External exam assessment strategy	Weight %	Billing time	Evaluation Criteria
Research project	50	The project report is submitted at least one week before the scheduled exam date	The above evaluation strategy applies, except that the project is carried out individually and the final project report together with all the individual parts of the project is submitted for evaluation.
Test	50	During the exam	The above assessment strategy applies, except that the exam includes both a midterm and a final test.

The author	Release year	Title	Periodical no. or publication volume	Place of publication and publisher
Mandatory reading				
Nunan D., Birks D.F., Malhotra N.K. Or	2020	Marketing Research: Applied Insight	6 th ed.	Pearson Education Ltd.

Malhotra N.K., Nunan D., Birks D.F.	2017	Marketing Research: An Applied Approach	5 th ed.	
Additional literature				
Malhotra N.K.	2020	Marketing Research: An Applied Orientation	7 th ed.	
Burns A.C., Veeck A.	2020	Marketing Research	9 th ed.	Pearson Education Ltd.
Field A.	2017	Discovering Statistics Using SPSS	5 th ed.	Sage Publications
Saunders M., Lewis P, Thornhill A.	2015	Research Methods for Business Students	7 th ed.	FT Prentice Hall. Harlow.
Zikmund W.G., Babin B.J., Carr J.C., Griffin M.	2012	Business Research Methods	9 th ed.	South-Western College Pub