



## MARKET RESEARCH

Basic data of the subject	
<b>Academic Unit:</b>	Faculty of Economics
<b>Course title:</b>	Market Research
<b>Study program:</b>	Business Administration
<b>Level of study:</b>	Bachelor
<b>Course status:</b>	Obligatory (O)
<b>Study year:</b>	2 year / 4 semester
<b>Number of hours per week:</b>	2 + 2
<b>Credit value – ECTS:</b>	5 ECTS
<b>Time/location:</b>	To be announced
<b>Lecturer:</b>	Prof. Asoc. Dr. Kushtrim Braha
<b>Contact details:</b>	kushtrim.braha@uni-prizren.com; +383 49 531 537
<b>Course description:</b>	<p>This course will examine the fundamental concepts and techniques used in market research as decision-making tools. Problem formulation, research design, primary data collection, types of information and measurement scales, and evaluation and utilization of secondary data will be discussed. Other topics that will be discussed include structured and unstructured interviews, focus groups, exploratory research, causal research, sampling, survey design, qualitative versus quantitative data analyses, and interpretation. During the course, the practical part of data analysis will be implemented with the SPSS statistical package.</p>
<b>Course objectives:</b>	<p>The aim of the course is to understand and apply the basics of market research, as well as to understand the contribution of market research in decision making at the firm level. This course examines research methods and techniques for solving business decision making problems. Topics include the research process and methods of gathering information, sampling, data and statistical analysis, forecasting and presenting results, and compiling and implementing a market research report.</p>
<b>Learning outcomes:</b>	<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"><li>▪ Understand fundamental principles, concepts, and measurement tools essential to planning, conducting, and evaluating market research activities.</li><li>▪ Design market research studies in a logical and systematic manner.</li><li>▪ Identify and understand the difference between qualitative and quantitative research methods.</li><li>▪ Utilize exploratory research and secondary information sources to formulate relevant research questions.</li><li>▪ Apply concepts for the purpose of developing testable propositions.</li><li>▪ Collect, organize, and analyze data using Stata statistical software, and interpret findings to address market research problems.</li><li>▪ Design and develop a market research plan.</li></ul>



Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	15	30
Exercise theoretical/laboratory	2	14	28
Practice work	-	-	-
Contact with lecturer/consultations	1	15	15
Field exercises	-	-	-
Mid-terms, seminars	2	1	2
Homework	1	15	15
Individual time spent studying (at the library or home)	1	15	15
Final preparation for the exam	2	8	16
Time spent in evaluation (tests, quiz, final exam)	2	1	2
Projects, presentations, etc.	2	1	2
Total			125 hours (5 ECTS)
Teaching methods:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam, final exam.		
Evaluation methods:	<ul style="list-style-type: none"><li>▪ Regular and active attendance: 0-10%,</li><li>▪ Midterm exam: 0-30%,</li><li>▪ Course project: 0-10%,</li><li>▪ Final exam: 0-60%.</li></ul>		
Literature			
Basic Literature:	Hair, J., Ortinau, D. and Harrison, D. (2021). Essentials of Marketing Research. McGraw-Hill. 5ed. Livoreka, R. (2011). Marketing Research. Ferizaj: Dinograf.		
Additional Literature:	Babin, B. and Zikmund, W. (2015). Exploring Marketing Research. Cengage Learning, 11ed. Hague, P. (2021). Market Research in Practice: An Introduction to Gaining Greater Market Insight. Kogan Page, 4ed. McDaniel Jr, C. and Gates, R. (2020). Marketing research. John Wiley & Sons, 12ed.		
Designed study plan:			
Week	Lectures	Exercises	
First week:	Introduction to market research course content. Basic concepts of market research	Discussion and distribution of the semestral project topics.	

<b>Second week:</b>	<b>I. The role and value of market research information</b> Market research and managerial decision-making (The role and value of market research, The market research industry, Ethics in market research practices, Emerging trends)	Assignments, quizzes and case studies related to the topic of the first week lecture.
<b>Third week:</b>	Market research process and proposals (Value of the research process, Changing view of the market research process, Determining the need for information research, Overview of the research process, Determine the research problem, Select the research design, Communicate the results, Develop a research proposal,	Assignments, quizzes and case studies related to the topic of the second week lecture.
<b>Fourth week:</b>	<b>II. Designing the market research project</b> Secondary data, literature reviews, and hypotheses (Value of secondary data and literature reviews, Conducting a literature review, Internal and external sources of secondary data, Developing a conceptual model, Hypothesis testing)	Assignments, quizzes and case studies related to the topic of the third week lecture.
<b>Fifth week:</b>	Exploratory and observational research designs and data collection approaches (Value of qualitative research, Overview of research designs overview of research designs, Overview of qualitative and quantitative research methods, Qualitative data collection methods, Other qualitative data collection methods, Observation methods, Emerging qualitative data collection methods)	Assignments, quizzes and case studies related to the topic of the fourth week lecture.
<b>Sixth week:</b>	Descriptive and causal research designs (Value of descriptive and causal survey research designs, Descriptive research designs and surveys, Types of errors in surveys, Types of survey methods, Selecting the appropriate survey method, Causal research designs)	Assignments, quizzes and case studies related to the topic of the fifth week lecture.
<b>Seventh week:</b>	<b>III. Gathering and collecting accurate data</b> Sampling: Theory and methods (Value of sampling in market research, The basics of sampling theory, Probability and nonprobability sampling, Determining sample sizes, Steps in developing a sampling plan)	Assignments, quizzes and case studies related to the topic of the sixth week lecture.
<b>Eighth week:</b>	Midterm exam (colloquium)	Assignments, quizzes and case studies related to the topic of the seventh week lecture.
<b>Ninth week:</b>	Measurement and scaling (Value of measurement in information research, Overview of the measurement process, What is a construct?, Scale measurement, Evaluating measurement scales, Developing	Assignments, quizzes and case studies related to the topic of the eighth week lecture.



	measurement scales, Scales to measure attitudes and behaviors, Comparative and noncomparative rating scales, Other measurement scale issues, Misleading scaling formats)	
<b>Tenth week:</b>	Designing questionnaires (Value of questionnaires in market research, Pilot studies and pretests, Questionnaire design, The role of a cover letter and introductory section, Other considerations in collecting data)	Assignments, quizzes and case studies related to the topic of the ninth week lecture.
<b>Eleventh week:</b>	<b>IV. Data preparation, analysis, and reporting the results</b> Qualitative data analysis (Nature of qualitative data analysis, Qualitative versus quantitative analyses, The process of analyzing qualitative data, Writing the report)	Assignments, quizzes and case studies related to the topic of the tenth week lecture.
<b>Twelfth week:</b>	Preparing data for quantitative analysis (Value of preparing data for analysis, Validation, Editing and coding, Data entry, Data tabulation)	Assignments, quizzes and case studies related to the topic of the eleventh week lecture.
<b>Thirteenth week:</b>	Basic data analysis in quantitative research (Value of statistical analysis, How to develop hypotheses, Analyzing relationships of sample data, n-Way ANOVA)	Assignments, quizzes and case studies related to the topic of the twelfth week lecture.
<b>Fourteenth week:</b>	Examining relationships in quantitative research (Examining relationships between variables, Covariation and variable relationships, Correlation analysis, What is regression analysis?, What is structural modeling?)	Assignments, quizzes and case studies related to the topic of the thirteenth week lecture.
<b>Fifteenth week:</b>	Communicating market research findings (Value of communicating research findings, Market research reports, Format of the market research report, Common problems in preparing the market research report, The critical nature of presentations)	Presentation of the course projects.
<b>Academic policies and rules of conduct:</b>		
<ul style="list-style-type: none"> <li>▪ Student should be aware of and respect the institution and Code of ethics.</li> <li>▪ Student should respect the schedule of lectures, exercises and be attentive.</li> <li>▪ It is mandatory possess and present student ID card in the mid-terms and exam,</li> <li>▪ During compilation of course projects, student must adhere the instructions given by the professor.</li> <li>▪ During the exam is forbidden the use of mobile phones.</li> </ul>		