



Syllabus of the course «Marketing research»

Specialty	<i>D5 Marketing</i>
Study Programme	<i>Marketing</i>
Study cycle (Bachelor, Master, PhD)	<i>the first (Bachelor) level of higher education</i>
Course status	<i>mandatory</i>
Language	<i>English</i>
Term	<i>third year, fifth semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 24 hours.</i>
	<i>Practical studies – 16 hours.</i>
	<i>Laboratory studies – 8 hours.</i>
	<i>Self-study – 102 hours.</i>
Assessment system	<i>Exam</i>
Department	<i>Department of Marketing building 1, 4th floor, room 413 website: http://www.dom.hneu.edu.ua/</i>
Teaching staff	<i>Maryna Ihorivna Us, PhD in Economics, Associate professor</i>
Contacts	<i>maryna.us@hneu.net</i>
Course schedule	<i>Lectures: according to the schedule Practical and laboratory studies: according to the schedule</i>
Consultations	<i>At the Department of Marketing, offline, according to the schedule, individual, PLS chat</i>
<p>The purpose of the course: the formation of theoretical knowledge and practical skills regarding the methodological, technological and content aspects of planning, organizing and conducting marketing research, an idea of the possibilities of using their results to make appropriate marketing, organizational and production decisions</p>	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
Marketing	Manufacturing practices
Consumer behavior	Marketing communication
Course content	
Module 1: Theoretical bases of marketing research	
Topic 1. The essence and system of marketing research	
Topic 2. Information in marketing research	
Topic 3. Structure and process of marketing research	
Topic 4. Methods of collecting and processing primary information in marketing research	
Module 2: Marketing research directions	
Topic 5. Marketing research of the market	
Topic 6. Research on the competitive environment and competitors	
Topic 7. Research on consumer behavior	
Topic 8. Marketing research of the enterprise and its internal environment	
Topic 9. Marketing research on brands	



Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures, practical (seminar) and *laboratory* classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of points scored.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: tasks on topics, homework, individual educational and research tasks (project), written control work, colloquium, presentation.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Education seekers may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program