



MARKETING RESEARCH

Basic data of the subject	
Academic Unit:	Faculty of Life and Environmental Sciences
Course title:	Marketing research
Study program:	Agribusiness
Level of study:	Bachelor (BSc)
Course status:	Elective (E)
Study year:	3 year / 5 semester
Number of hours per week:	2 + 2
Credit value – ECTS:	6 ECTS
Time/location:	To be announced
Lecturer:	Prof. Asoc. Dr. Kushtrim Braha
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Course description:	This course explores the research methods and problem solving techniques used in marketing research. Topics include the role and value of marketing research information, including the role of marketing research in managerial decision making, and the marketing research process. The course provides students with knowledge of marketing research project design and data collection approaches, literature reviews, hypothesis development, and the design of exploratory, observational, descriptive and casual research methods. In addition, the course provides insight into the collection and gathering of accurate data, sampling, measurement, scaling, and questionnaire design. Finally, the course provides information on data preparation, data analysis, and reporting of results, including qualitative and quantitative analysis, exploring relationships in quantitative research, and communicating marketing research findings.
Course objectives:	The objective of the course is to examine the fundamental concepts and techniques used in marketing 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. Students will gain knowledge on structured and unstructured interviews, focus groups, exploratory research, causal research, sampling, survey design, qualitative versus quantitative data analyses, and interpretation. Students will apply the SPSS statistical package for analyzing data.
Learning outcomes:	Upon completion of this course, students will be able to: ▪ Understand fundamental principles, concepts, and measurement tools essential to planning, conducting, and evaluating marketing research activities. ▪ Design marketing research studies in a logical and systematic manner.



	▪ Understand the difference between qualitative and quantitative research methods. ▪ Utilize exploratory research and secondary information sources to formulate relevant research questions. ▪ Operationalize concepts for the purpose of developing testable hypothesis. ▪ Collect, organize, and analyze data using SPSS statistical software, and interpret findings to address marketing research problems.		
Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	13	26
Exercise theoretical/laboratory	2	13	26
Practice work	/	/	/
Contact with lecturer/consultations	1	15	15
Field exercises	/	/	/
Mid-terms, seminars	2	1	2
Homework	1	14	14
Individual time spent studying (at the library or home)	2	15	30
Final preparation for the exam	2	10	20
Time spent in evaluation (tests, quiz, final exam)	1	13	13
Projects, presentations, etc.	2	2	4
Total			150 hours (6 ECTS)
Teaching methods:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam, final exam.		
Evaluation methods:	▪ Regular and active attendance: 10%, ▪ Midterm exam: 20%, ▪ Course project: 30%, ▪ Final exam: 40%.		
Literature			
Basic Literature:	Hair, J., Celsi, M., Ortinau, D. dhe Bush, R. (2020) Essentials of Marketing Research. McGraw-Hill Education. 5ed. Livoreka, R. (2011) Marketing Research. Ferizaj: Dinograf. McDaniel Jr, C., & Gates, R. (2020) Marketing research: Using analytics to develop market insights. John Wiley & Sons.		
Additional Literature:	Churchill, G. A., & Iacobucci, D. (2018). Marketing research: methodological foundations. New York: Dryden Press. Brown, T. J., Suter, T. A., & Churchill, G. A. (2013) Basic marketing research. Cengage Learning.		

	Zikmund, W. (2012) Exploring Marketing Research. Thomson, South-Western, 8ed. Morgan, G. A., Barrett, K. C., Leech, N. L., & Gloeckner, G. W. (2019). IBM SPSS for introductory statistics: Use and interpretation. Routledge.
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Designed study plan:		
Week	Lectures	Exercises
First week:	Introduction to marketing research course content. Basic concepts of marketing research.	Distribution of the semestral project topics.
Second week:	Marketing research for managerial decision making (Describe the impact marketing research has on marketing decision making, Demonstrate how marketing research fits into the marketing planning process, Provide examples of marketing research studies, Understand the scope and focus of the marketing research industry, Recognize ethical issues associated with marketing research, Discuss new skills and emerging trends in marketing research)	Assignments, quizzes and case studies related to the topic of the first week lecture.
Third week:	The marketing research process and proposals (Describe the major environmental factors influencing marketing research, Discuss the research process and explain the various steps, Distinguish among exploratory, descriptive, and causal research designs, Identify and explain the major components of a research proposal)	Assignments, quizzes and case studies related to the topic of the second week lecture.
Fourth week:	Secondary data, literature reviews, and hypotheses (Understand the nature and role of secondary data, Describe how to conduct a literature review, Identify sources of internal and external secondary data, Discuss conceptualization and its role in model development, Understand hypotheses and independent and dependent variables)	Assignments, quizzes and case studies related to the topic of the third week lecture.
Fifth week:	Exploratory and observational research designs and data collection approaches (Identify the major differences between qualitative and quantitative research, Understand in-depth interviewing and focus groups as questioning techniques, Define focus groups and explain how to conduct them, Discuss purposed communities and private communities, Explain other qualitative data collection methods such as ethnography, case studies, netnography,	Assignments, quizzes and case studies related to the topic of the fourth week lecture.



	projective techniques, and the ZMET, Discuss observation methods and explain how they are used to collect primary data, Discuss the growing field of social media monitoring, including sentiment analysis)	
Sixth week:	Descriptive and causal research designs (Explain the purpose and advantages of survey research designs, Describe the types of survey methods, Discuss the factors influencing the choice of survey methods, Explain experiments and the types of variables used in causal designs, Define test marketing and evaluate its usefulness in marketing research)	Assignments, quizzes and case studies related to the topic of the fifth week lecture.
Seventh week:	Sampling: Theory and methods (Explain the role of sampling in the research process, Distinguish between probability and nonprobability sampling, Understand factors to consider when determining sample size, Understand the steps in developing a sampling plan)	Assignments, quizzes and case studies related to the topic of the sixth week lecture.
Eighth week:	Midterm exam	Assignments, quizzes and case studies related to the topic of the seventh week lecture.
Ninth week:	Measurement and scaling (Understand the role of measurement in marketing research, Explain the four basic levels of scales, Describe scale development and its importance in gathering primary data, Discuss comparative and noncomparative scales)	Assignments, quizzes and case studies related to the topic of the eighth week lecture.
Tenth week:	Designing the questionnaire (Describe the steps in questionnaire design, Discuss the questionnaire development process, Summarize the characteristics of good questionnaires, Understand the role of cover letters and introductory sections of questionnaires, Explain the importance of other documents used with questionnaires)	Assignments, quizzes and case studies related to the topic of the ninth week lecture.
Eleventh week:	Qualitative data analysis (Contrast qualitative and quantitative data analyses, Explain the steps in qualitative data analysis, Describe the processes of categorizing and coding data and developing theory, Clarify how credibility is established in qualitative data analysis, Discuss the steps involved in writing a qualitative research report)	Assignments, quizzes and case studies related to the topic of the tenth week lecture.
Twelfth week:	Preparing data for quantitative analysis (Describe the process for data preparation and analysis, Discuss validation, editing, and coding of survey data, Explain data	Assignments, quizzes and case studies related to the topic of the eleventh week lecture.



	entry procedures and how to detect errors, Describe data tabulation and analysis approaches)	
Thirteenth week:	Basic data analysis for quantitative research (Explain measures of central tendency and dispersion, Describe how to test hypotheses using univariate and bivariate statistics, Apply and interpret analysis of variance (ANOVA), Utilize perceptual mapping to present research findings)	Assignments, quizzes and case studies related to the topic of the twelfth week lecture.
Fourteenth week:	Examining relationships in quantitative research (Understand and evaluate the types of relationships between variables, Explain the concepts of association and covariation, Discuss the differences between Pearson correlation and Spearman correlation, Explain the concept of statistical significance versus practical significance, Understand when and how to use regression analysis, Understand the value and application of structural modeling)	Assignments, quizzes and case studies related to the topic of the thirteenth week lecture.
Fifteenth week:	Communicating marketing research findings (Understand the objectives of a research report, Describe the format of a marketing research report, Discuss several techniques for graphically displaying research results, Clarify problems encountered in preparing reports, Understand the importance of presentations in marketing research)	Presentation of the semestral projects.
Academic policies and rules of conduct:		
▪ Students should be aware of and respect the institution and Code of ethics. ▪ Students should respect the schedule of lectures, and exercises and be attentive. ▪ It is mandatory to possess and presents a student ID card in the mid-terms and exam, ▪ During the compilation of course projects, students must adhere to the instructions given by the professor. ▪ During the exam is forbidden the use of mobile phones.		