

APPROVED

Rector of the Educational establishment  
«Belarus State Economic University»

V.N.Shimov

“ 30 ” 06 2017

Registration No. УД 3293-17 /уч.

## MARKETING RESEARCH

Study program of higher education institution  
Major: 1-26 81 01 Business Administration  
Master's program: «Business Administration»

**COMPILED BY:**

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**REVIEWERS:**

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**RECOMMENDED FOR APPROVAL:**

Department of Economics and Management of the Educational establishment "Belarus State Economic University"

(Protocol No. 14 from "08" 06 2017)

Scientific-methodical Council of the Educational establishment "Belarus State Economic University"

(Protocol No. 5 from "21" 06 2017)

## EXPLANATORY NOTE

The purpose of the academic discipline “Marketing Research” is to develop the theoretical knowledge and practical skills of future specialists in the field of marketing research.

The main tasks of the academic discipline are:

1. To characterize the types of marketing research;
2. To cover the topic of process of marketing research;
3. To master the stages of marketing research planning;
4. To study the peculiarities of methods of marketing research;
5. To master the approaches to the analysis of marketing information.

The content of the academic discipline can be the basis for the theoretical and methodological support of master's theses and scientific works.

Mastering the academic discipline “Marketing research” should ensure the development of academic and professional competencies, provided by the educational standard of the specialty.

As a result of studying the academic discipline, students should

### KNOW

- Basics of marketing researches;
- Methods of marketing research;
- Approaches to the analysis of marketing information.

### BE ABLE TO

- Carry out marketing research using different methods;
- Analyze the data collected during the marketing research;
- Draw conclusions and recommendations based on the marketing research data.

### HAVE SKILLS OF

- Conducting interviewing, observation and experimentation;
- Of statistical analysis of marketing research data.

The academic discipline “Marketing Research” is based on knowledge of students in the field of marketing management and business statistics.

The curriculum for the academic discipline provides 230 hours (total), including 72 auditory study hours, lectures - 42 hours, and workshops – 30 hours.

The recommended form of control - exam (6 credit units).

## CONTENTS OF EDUCATIONAL MATERIAL

### *Topic 1. Basics of marketing research*

Introduction to marketing research: problem definition. Essence of marketing research. Classification of marketing research. Marketing research process: scientific approach. Phase wise marketing research process. Defining a research problem. Process of defining of research question. Study of management problems.

### *Topic 2. Development of a research plan*

Determination of methods for conducting marketing research. Types of research designs. Exploratory research design: analysis of secondary information, in-depth interviews, focus groups, and projective techniques. Descriptive research design: cross-sectional design, longitudinal design, forecasting methods. Causal research designs: personal, telephone, mail, and online interviews, observation, experimentation.

Determination of types and sources of information. Primary and secondary information. Advantages and disadvantages of primary and secondary information. Sources and methods of collecting of primary information. Quantitative and qualitative marketing research. Internal and external sources of secondary information. The classical method of analyzing secondary information. Informative-targeted analysis. Content analysis of documents.

Types of errors of marketing research. Errors by planning of research process. Errors by data collecting. Errors by input, analysis and interpretation of data. Approaches to reducing errors in marketing research.

### *Topic 3. Preparation for collection of primary information*

Sampling. Definition of sampling in the field of marketing research. Determining sample size. Classification of sampling techniques. Probability and sampling design: cluster sampling, simple random sampling, stratified sampling, systematic sampling. Nonprobability sampling design: convenience sampling, judgement sampling, quota sampling, snowball sampling.

Scaling. Types of scales in marketing research. Comparative scaling in marketing research. Paired comparison. Rank order. Constant sum scale. Non-comparative scaling. Likert Scale. Stapel scale.

### *Topic 4. Interviewing*

Questionnaire design. Process of questionnaire design: specification of the information needed in researchable format, selection of interview method, determination of question composition and content, pilot testing the questionnaire.

Structured and unstructured interview. Direct and indirect interview. Depth interview. Focus group. Protocol analysis. Projection methods. Telephone, mail, online interview. Probability and nonprobability online research. The strategy of online data collection. Panel studies.

Reducing of inaccuracy and ambiguity of responses. Telescoping, investigator expectations, investigator unwillingness, time costs, perceived losses of prestige,

invasion of privacy. Ambiguity in communication. Reducing of ambiguity in communication. Alternative question wording. Pretesting. Verification by observation. Reducing internet survey error: coverage error, sampling error, nonresponse error, measurement error.

### ***Topic 5. Observation and experimentation***

Essence of observation. Types of observation. Field and laboratory observations. Perspective and selective observation. Structured and unstructured observations. Open and secret observations. Sample selection and sizes. The validity of the findings.

Nature of experimentation. Natural and controlled experimentation. Parallel and sequential experimentation. The process of the experimentation. Elimination of extraneous variables. Sources of invalidity of experimentation. External and internal validity of experimentation. Models of experimental design. Pre-experimental design, true experiments, quasi-experiments, statistical models. Developing experimental designs in online surveys.

### ***Topic 6. Data analysis***

Hypothesis testing. Process of hypothesis testing. Data tabulation process. Formulating hypotheses. Research question. Alternative hypotheses. Null hypotheses. Statistically significant.

Bivariate data analysis. Cross-tabulation. Interpretation of the percentage change.

Testing of multiple group means. Analysis of variance. Hypothesis in ANOVA. F-test. One-way (single factor) analysis of variance. Two-factor analysis of variance. N-factor analysis of variances.

Correlation analysis. Regression analysis. Nonparametric tests.

Software for statistical data processing. Computer program SPSS Statistic.

## METHODICAL CARD OF A SUBJECT «MARKETING RESEARCH»

(Full-time Course, Master's program: «Business Administration (English)»)

Number of section, topic	Name of section, topic	Quantity of classroom hours					Other	Form of Knowledge Control
		Lectures	Practice	Seminars	Laboratory classes	Controlled Self-Education		
1	2	3	4	5	6	7	8	9
1.	Basics of marketing research	6	2	0	0	0	1-4	Debate
2.	Development of a research plan	8	6	0	0	0	1-4	Debate, project
3.	Preparation for collection of primary information	8	6	0	0	0	1-4,7	Debate, project
4.	Interviewing	6	4	0	0	0	1-4,7	Debate, project
5.	Observation and experimentation	6	4	0	0	0	1-4,7	Debate, project
6.	Data analysis	8	8	0	0	0	1-4,7	Debate, project
TOTAL:		42	30	0	0	0	0	Exam

## INFORMATION AND METHODOLOGICAL PART

### *Methodological recommendations of the organization of independent work of students for the academic discipline "Marketing Research"*

The main stage by the mastering of academic discipline is the independent work of students. It is recommended that the time for independent work is on average 4-4,5 hours for a two-hour auditory study.

The main directions of the student's independent work are:

- initially detailed acquaintance with the curriculum;
- acquaintance with the list of recommended literature for the discipline in general and for the topics, its availability in the library and from other sources, study of the necessary literature by the topics, selection of additional literature;
- studying and expanding the lecture material through special literature and consultations;
- preparation for the workshops with specially developed plans through the study of main and additional literature;
- preparation for the implementation of diagnostic forms of control (quizzes, colloquiums, tests, etc.);
- preparation for the exam.

## LITERATURE

### *Main:*

1. Kotler, Ph. Marketing management / Ph. Kotler, K. Keller. – Twelfth ed. – New Jersey, 2012. – 812 p.
2. Kotler, Ph. Marketing management / Ph. Kotler, K. Keller. – Twelfth ed. – New Jersey, 2006. – 813 p.
3. McDaniel, C. Marketing research essentials / C. McDaniel, R. Gates. – 8th ed. – Hoboken : Wiley & Sons, 2012. – 480 p.
4. Kumar, V. Essentials of marketing research / V. Kumar, D.A. Aaker, G.S. Day. 11 ed. – New York : Wiley, 2012. – 768 p.
5. Bozhuk. S.G. Marketingovyye issledovaniya : uchebnik dlya akademicheskogo bakalavriata : dlya studentov vysshikh uchebnykh zavedeniy. obuchayushchikhsya po ekonomicheskim napravleniyam / S. G. Bozhuk. – 2-e izd., ispravlennoye i dopolnennoye. – M. : Yurayt. 2016. – 278 s.
6. Kameneva. N.G. Marketingovyye issledovaniya : uchebnoye posobiye : po spetsialnosti "Marketing" / N. G. Kameneva. V. A. Polyakov. – Izd. 2-e, dopolnennoye. – M. : Vuzovskiy uchebnik : Infra-M. 2014. – 366 s.
7. Scott, M.S. An introduction to marketing research / M.S. Scott, G.S. Albaum. – 2010. – 448 p.


### *Additional:*

8. Tokarev. E.B. Marketingovyye issledovaniya rynochnykh nish innovatsionnykh produktov : [monografiya] / B. E. Tokarev. – Moskva : Magistr : Infra-M. 2013. – 270 s.
9. Zorina. T.G. Marketingovyye issledovaniya : uchebnoye posobiye dlya studentov vysshikh uchebnykh zavedeniy po spetsialnosti "Marketing" / T. G. Zorina. M. A. Slonimskaya. – 2-e izd. – Minsk : BGEU. 2012. – 410. [1] s.
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11. Dillon, W.R. Marketing research in a marketing environment / W.R. Dillon. – 2nd ed. – Homewood : IRWIN, 1990. – 853 p.
12. Kinnear, Th.C. Marketing research : An applied approach / Th.C. Kinnear. – 5th ed. – New York : McGraw-Hill, 1996. – 888 p.
13. Malhotra, N.K. Marketing research. An applied orientation / N.K. Malhotra. – Englewood Prentice Hall, 1993. – 857 p.
14. Proctor, T. Essentials of Marketing Research / T. Proctor. – 4 ed. – Financial Times/ Prentice Hall, 2005. – 616 p.
15. Hague, P. A practical guide to market research / P. Hague. – Surrey : Grosvenor House Publishing Ltd., 2006. – 200 p.



16. Scott, M.S. Basic Marketing Research: Volume 1 / M.S. Scott, G.S. Albaum. – Utah : Qualtrics Labs, Inc. 2012. – 159 p.
17. Shukla, P. Marketing Research / P. Shukla. – Ventus Publishing ApS, 2008. – 117 p.
18. Kerlinger, F.N. Foundations of behavioral research / F.N. Kerlinger, H. Lee. – 4th ed. – Belmont, CA: Wadsworth Publishing, 2000. – 890 p.
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20. Parasuraman, A. Marketing Research / A. Parasuraman, D. Grewal and R. Krishnan. – 2nd ed. – Boston: MA: Houghton Mifflin Company, 2007. – 672 p.

## 21. NEGOTIATION PROTOCOL OF STUDY PROGRAM OF HEI

Name of the discipline with which to negotiate	Name of the Department	Proposals for changes in the content of the curriculum studied academic discipline	Action taken by the Department that developed the curriculum (with date and No. of Protocol)
Marketing management	Marketing	No remarks 	Protocol No. <i>14</i> from « <i>08</i> » <i>06.2017</i>

# ADDITIONS AND CHANGES TO THE STUDY PROGRAM OF HEI

on \_\_\_\_ / \_\_\_\_ academic year

No	Additions and changes	Based on

The study program was reviewed and approved at the meeting of the Department of Economics and Management (Protocol No. \_\_\_\_ from \_\_\_\_\_ 20\_\_)

Head of the Department of Economics and Management  
doctor economic science, professor \_\_\_\_\_

A.A. Bykov

APPROVED

Director of IMP  
candidate of economic science, associate professor \_\_\_\_\_

M.V. Samoilov