

## Syllabus

### Course description

<b>Course title</b>	Marketing Research: Methods and Tools
<b>Course code</b>	30159
<b>Scientific sector</b>	SECS-P/08
<b>Degree</b>	Tourism, Sport and Eventmanagement
<b>Semester and academic year</b>	Winter Semester, 2019/2020
<b>Year</b>	3rd study year
<b>Credits</b>	6
<b>Modular</b>	No

<b>Total lecturing hours</b>	36
<b>Total lab hours</b>	0
<b>Total exercise hours</b>	0
<b>Attendance</b>	suggested, but not required
<b>Prerequisites</b>	not foreseen
<b>Course page</b>	<a href="https://www.unibz.it/it/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2019">https://www.unibz.it/it/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2019</a>

<b>Specific educational objectives</b>	<p>The course refers to the educational activities chosen by the student.</p> <p>This course provides a comprehensive theoretical and practical understanding of marketing research methods, tools and practice to be used in the field of tourism, sports and events. The course covers the concepts, theoretical frameworks and marketing research methods and critical issues specifically relevant to tourism, sports and events. The aim of the course is threefold: (1) provide students with a thorough understanding of the unique aspects of marketing research in tourism, sports and events; (2) encourage students to develop and use an experience- oriented mind-set when conducting marketing research; and (3) enable students to make sound marketing decisions based on research.</p> <p>Educational objectives: To translate marketing problems into feasible research questions. To create awareness of available marketing information sources. To collect and prepare marketing data and information. To develop a general understanding of major data analysis techniques. To design and execute a basic survey research project. To write marketing research reports and prepare presentations.</p>
--	---

<b>Lecturer</b>	Serena Volo, <a href="mailto:Serena.Volo@unibz.it">Serena.Volo@unibz.it</a> , <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585-serena-vo">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585-serena-vo</a>
<b>Scientific sector of the lecturer</b>	SECS-P/08
<b>Teaching language</b>	English
<b>Office hours</b>	<a href="https://www.unibz.it/en/timetable/?department=26&amp;degree=13009%2C13134">https://www.unibz.it/en/timetable/?department=26&amp;degree=13009%2C13134</a>
<b>List of topics covered</b>	This course will introduce students to the activities, methodologies and decisions used by marketers in data gathering, analysis and interpretation. Topics will include: behavioral research in marketing, quantitative research in marketing, designing of a basic survey research project and ethical issues in marketing research.
<b>Teaching format</b>	This course will be taught through lectures, group activities and class-discussions: <ul style="list-style-type: none"> <li>- The theoretical background of marketing research will be presented in lectures;</li> <li>- The practical application of this theoretical background will then be explored through class discussions, which will be conducted within the framework of exercises, short assigned case studies and additional, related reading assignments.</li> </ul> Appropriate behaviour is expected during class time. Proper ethical conduct and academic honesty is expected at all times.

<b>Learning outcomes</b>	<p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> <li>- Basics of research strategies, designs and methods;</li> <li>- Basics of survey methodology and sampling;</li> <li>- Descriptive and bivariate statistics.</li> </ul> <p><u>Applying knowledge and understanding:</u></p> <ul style="list-style-type: none"> <li>- Capacity to frame a research paper;</li> <li>- Ability to develop a bibliographical research and to properly manage references;</li> <li>- Ability to find existing statistical data relevant to given research topics;</li> <li>- Ability to draft a simple questionnaire;</li> <li>- Capacity to program a survey and its questionnaire</li> <li>- Basic abilities in data management and analysis.</li> </ul> <p><u>Making judgments:</u></p> <ul style="list-style-type: none"> <li>- Ability to choose appropriate research strategies and designs to address a given research question;</li> <li>- Ability to assess data quality in terms of both measurement and generalizability issues.</li> </ul>
--------------------------	---

	<p><u>Communication skills:</u></p> <ul style="list-style-type: none"> <li>- How to manage a survey field and communications with respondents;</li> <li>- How to communicate research results.</li> </ul> <p><u>Learning skills:</u></p> <ul style="list-style-type: none"> <li>- Ability to link theory to marketing research and to translate research hypothesis into empirical studies;</li> <li>- Ability to develop a bibliographical research in order to properly frame research questions.</li> </ul>
<p><b>Assessment</b></p>	<p><b><u>For Attending Students</u></b>  <b>(regular attendance will be recorded by the lecturer, at least 70% of attendance is required to qualify as attending student)</b></p> <p>The knowledge and the skills learned throughout the course will be assessed with: two group assignments and a final written exam.</p> <ul style="list-style-type: none"> <li>• Two group assignments (20%+20%) will take place during the course, the dates will be communicated the first day of lectures and will be available in the reserve collection under Course Daily Activities. These group assignments will have the objective of evaluating the students' knowledge on marketing research theory and practice. The groups will be formed by the lecturer and only those students who have attended 60% of the lectures can take part to the group assignments.</li> <li>• The <u>final written exam</u> (60%) will consist of five to seven essays or exercises and/or open-ended questions aimed at testing the knowledge of concepts, models, techniques, and tools acquired and evaluate the students' ability to apply this knowledge to a variety of tourism, sport and event marketing research settings. The final exam will last up to 70 minutes.</li> <li>• Active contribution to class discussion and activities is expected for each and every class. From time to time bonus points will be assigned as reward for high-level contributions.</li> </ul> <p><b><u>For NON-Attending Students</u></b>  <b>(Students who will not attend classes or will be unable to complete the group assignments)</b></p> <p>The knowledge and the skills learned throughout the course will be assessed with: <u>a written exam (100%)</u>.</p>

	<p>The final exam will cover all topics, will include up to ten essays, exercises and/or open-ended questions at testing the knowledge of marketing research concepts, models, techniques, and tools acquired and the students' ability to apply it to a variety of marketing research settings.</p> <p>The final exam will last up to 120 minutes.</p> <p>Results of the intermediate project works and bonus points are valid only for the academic year in which these activities have taken place, and results of these activities cannot be carried over beyond that timeframe.</p>
<p><b>Assessment language</b></p>	<p>English</p>
<p><b>Evaluation criteria and criteria for awarding marks</b></p>	<p><b><u>For Attending Students</u></b>  <b>(regular attendance will be recorded by the lecturer, at least 70% of attendance is required to qualify as attending student)</b></p> <ul style="list-style-type: none"> <li>- The following criteria will be used to evaluate the <u>group assignment</u>: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data, presentation;</li> <li>- The following criteria will be used to evaluate the <u>written exam</u>: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data; creativity and skills in critical thinking, ability to summarize and communicate findings.</li> <li>- Active contribution to class discussion and activities is expected for each and every class. From time to time bonus points will be assigned as reward for high-level contributions.</li> </ul> <p>Results of the intermediate written examination and bonus points are valid only for the academic year in which these activities have taken place, and results of these activities cannot be carried over beyond that time frame.</p> <p><b><u>For NON-Attending Students</u></b>  <b>(Students who will not attend classes or will be unable to complete the project work)</b></p> <ul style="list-style-type: none"> <li>- The following criteria will be used to evaluate the <u>written exam</u>: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data; creativity and skills in critical thinking, ability to summarize and communicate findings.</li> </ul> <p><b><u>General information on assessment:</u></b></p> <ul style="list-style-type: none"> <li>- Participation to lectures is highly recommended.</li> </ul>

	<ul style="list-style-type: none"> <li>- During the written examinations students are not allowed to use/consult books and/or any other teaching/learning material.</li> <li>- Proper ethical conduct and academic honesty is expected by all students at all times. Students are expected to produce and submit personally created academic work.</li> <li>- Any student discovered plagiarizing, engaging in academic dishonesty, or in any other dishonest conduct will fail the course.</li> <li>- Additionally, all regulations of the Faculty on academic conduct do certainly apply.</li> </ul>
<p><b>Required readings</b></p>	<p>Malhotra, Naresh, K., Marketing Research: an Applied Orientation 6th edition. Pearson, 2009. ISBN: 9780136094234 (or previous editions or later editions).          Veal, A.J. Research Methods for Leisure a&amp; Tourism 4<sup>th</sup> edition. Prentice Hall 2011</p>
<p><b>Supplementary readings</b></p>	<p>Other supplementary readings may be announced during the course. They will also be listed on the Reserve Collection and/or within the teaching materials (slides).</p>