

Syllabus

Course description

Course title	Market Research
Course code	25570
Scientific sector	Secs-P/08
Degree	Entrepreneurship and Innovation
Semester and academic year	1st semester – a.y. 2024/2025
Year	2nd study year
Credits	6
Modular	No
Total lecturing hours	36
Total lab hours	/
Total exercise hours	/
Attendance	Suggested, but not required
Prerequisites	Not foreseen
Course page	https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering-from-2021/?academicYear=2023
Specific educational objectives	<p>The course refers to the typical educational activities chosen by the student and belongs to the scientific area of Business Administration.</p> <p>Students will understand the uses of market research and learn how to design the research process from defining the problem and establishing research objectives to analyzing and interpreting data and information by applying quantitative and qualitative research methods to model the needs, wants, preferences, and behaviour of consumers.</p>
Lecturer	Dr. Stephen Oduro e-mail: stephen.oduro@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/
Scientific sector of the lecturer	Secs-P/08
Teaching language	English
Office hours	18 hours; consultations are always possible based on a decent e-mail request
Lecturing assistant	/
Teaching assistant	/
List of topics covered	<ul style="list-style-type: none"> • Introduction to market research and insight • The process of market research • Market research design • Qualitative market research • Quantitative market research

	<ul style="list-style-type: none"> • Questionnaire design • Data analysis • Using market research • Presenting results of market research
Teaching format	Frontal lectures, individual/group exercises.

Learning outcomes	<p><u>Knowledge and understanding</u> Knowledge of market research concept and design and understanding the market research process. Knowledge of the most important qualitative and quantitative research methods and understanding the methodologies and their field of applications.</p> <p><u>Applying knowledge and understanding</u> Apply the market research process including defining the problem, establishing research objectives, determining research design and methods of assessing data. Apply appropriate qualitative and quantitative methods for data analysis.</p> <p><u>Making judgments</u> Be able to assess advantages and disadvantages of different research methods. Ability to make critical judgments including questionnaire design, sampling method and data analysis in order to achieve the research objectives.</p> <p><u>Communication skills</u> Ability to describe and explain research design and applied research methodology. Ability to present the data results and findings to specialist and non-specialist audiences clearly and unambiguously.</p> <p><u>Learning skills</u> The acquired knowledge will prepare students for advanced studies in the area of marketing, business administration, management, and entrepreneurship.</p>
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Assessment	ATTENDING STUDENTS
ATTENDING STUDENTS	<p>Marketing Research proposal design (30%)</p> <ul style="list-style-type: none"> • Individual assessment. Each student will develop or design a marketing research proposal • Develop marketing research proposal. • Different market topics will be announced in class but the students are encouraged to choose their own topic of interest. However, students are encouraged topics that are novel and theoretically and practically enhancing. • Ms Word file, max. 10 pages, including references.

<p>NON-ATTENDING STUDENTS</p>	<ul style="list-style-type: none"> • <p><u>Questionnaire design (20%)</u></p> <ul style="list-style-type: none"> • Group assessment • 3-4 students per team, assigned by the students themselves. Cultural diversity within the groups is highly recommended. • Each member is expected to collaborate with other group members and to regularly, concretely, and productively contribute to the project's development and accomplishment. • Self-select any marketing topic (one of the topics of the group members proposal can be used to design the questionnaire). • Apply the software selected in this course to design a web-based questionnaire. • Different market topics will be announced in class. • The designed questionnaire should be published online correctly and timely for all members in this course to complete their evaluation report. <p><u>Written final exam (50%)</u></p> <ul style="list-style-type: none"> • Duration: 90 minutes. • Consist of will consist of three essays (open-ended questions (15marks) and 15 multiple choice questions (closed ended,15 Marks) 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 90 minutes. <p><i>NOTE: Project work and classroom contributions are valid for 1 academic year and cannot be carried over beyond that time-frame.</i></p>
	<p>For NON-Attending Students (Students who will not attend at least 50% of classes or attending students who will not take part of group projects and assignments)</p> <p>Non-attending students do not have to do group or the individual assignments. The assessment will be based on the just the WRITTEN EXAMS</p>

	<p>The knowledge and the skills learned throughout the course will be assessed with a written exam (100%). The final exam will cover all topics and will include up to five essays, exercises and/or open-ended questions and 300 multiple-choice questions and 4 open-ended questions aimed at testing the knowledge of marketing research concepts, models, techniques, and tools acquired and the student's ability to apply it to a variety of marketing research settings. The final exam will last up to 120 minutes.</p>
<p>Assessment language</p>	<p>English</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<p>Assessment of Marketing Research Proposal design is based on the following criteria:</p> <ul style="list-style-type: none"> - relevance and clarity of topic, novelty, significance, research design, ability to summarize, evaluate, compare and contrast methods, topics and data, presentation. <p>Assessment of Questionnaire Design is based on the following criteria:</p> <ul style="list-style-type: none"> • The overall design of the questionnaire, including format, ordering, wording, colour, layout..etc. • The relationship between questions and the self-selected market topic. • Publish online correctly and timely. • Ability to work in a team. • Skills in critical thinking. <p>Assessment of Written final exam is based on the following criteria:</p> <ul style="list-style-type: none"> • Clarity of answers. • Ability to identify and apply appropriate market research methods. • Ability to summarize in own words. <p>General information on assessment:</p> <ul style="list-style-type: none"> - Participation to lectures is highly recommended. - During the written examinations students are not allowed to use/consult books and/or any other teaching/learning material. - 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. <p>Any student discovered plagiarizing, engaging in academic dishonesty, or in any other dishonest conduct will fail the course and the regulations of the Faculty on academic misconduct will apply.</p>

Required readings	<ul style="list-style-type: none"> • Nunan, D., Birks, D. F., & Malhotra, N. K. (2020). Marketing Research: Applied Insight (6th edition). EARSON EDUCATION LIMITED: Harlow, United Kingdom. • Lecture slides
Supplementary readings	<ul style="list-style-type: none"> • Hague, P., Harrison, M., Cupman, J., Truman, O. (2016). Market Research in Practice: An Introduction to Gaining Greater Market Insight. India: Kogan Page. • Veal, A.J. Research Methods for Leisure & Tourism 5th edition. Prentice Hall 2018 <p>Other supplementary readings may be announced during the course and will be uploaded on TEAMS (Course page). They will also be listed on the Reserve Collection and/or within the teaching materials (slides).</p>