

Syllabus

Course description

Course title	Marketing Research: Methods and Tools
Course code	30159
Scientific sector	SECS-P/08
Degree	Tourism, Sport and Eventmanagement
Semester and academic year	2 nd semester, 2025/2026
Year	3 rd study year
Credits	6
Modular	No

Total lecturing hours	36
Total lab hours	-
Total exercise hours	6
Attendance	suggested, but not required
Prerequisites	not foreseen
Course page	https://www.unibz.it/it/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2025

Specific educational objectives	<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>
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Lecturer	Dr. Stephen Oduro, stephen.oduro@unibz.it Campus Bruneck-Brunico, 1st floor, Professors Room 1.09 https://www.unibz.it/de/faculties/economics-management/academic-staff/person/48492-stephen-oduro
Scientific sector of the lecturer	SECS-P/08
Teaching language	English
Office hours	https://www.unibz.it/en/timetable/?department=26&degree=13009%2C13134
List of topics covered	<p>This course will introduce students to the activities, methodologies and decisions used by marketers in data gathering, analysis and interpretation.</p> <p>Topics will include:</p> <ol style="list-style-type: none"> 1. Preparation-Introduction to marketing research and insight in tourism, leisure, and sports and event management 2. Approaches to leisure and tourism research, including ontology, epistemology, methodology as well as research paradigms (i.e., positivism, interpretive, pragmatism) 3. Starting out – research plans and proposals in tourism and sports management. 4. Research Ethics in tourism and sports management, ethical issues in marketing research. 5. The range of research methods in tourism, leisure, and sports and event management 6. Reviewing the literature including systematic literature review, secondary data analysis, and qualitative and quantitative meta-analyses 7. Data collection Methods, including qualitative and quantitative research in tourism, sport and event marketing (different methods), designing of a basic survey research project, 8. Data Analysis Methods, comprising data analysis and reporting results, 9. Communicating Results via report writing and manuscript and thesis development 10. introduction to social media and big data analytics for tourism, sports and events
Teaching format	<p>This course will be taught through lectures, group activities and class-discussions:</p> <ul style="list-style-type: none"> - The theoretical background of marketing research will be presented in lectures. - The practical application of this theoretical background will then be explored through class discussions, which will be conducted within the framework of exercises, short case studies and additional, related reading assignments. <p>Professional behaviour is expected during class time.</p>

	Proper ethical conduct and academic honesty is expected at all times.
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Learning outcomes	<p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> - Basics of research strategies, designs and methods; - Basics of survey methodology and sampling; - Descriptive and bivariate statistics. <p><u>Applying knowledge and understanding:</u></p> <ul style="list-style-type: none"> - Capacity to frame a research paper; - Ability to develop a bibliographical research and to properly manage references; - Ability to find existing statistical data relevant to given research topics; - Ability to draft a simple questionnaire; - Capacity to program a survey and its questionnaire - Basic abilities in data management and analysis. <p><u>Making judgments:</u></p> <ul style="list-style-type: none"> - Ability to choose appropriate research strategies and designs to address a given research question. - Ability to assess data quality in terms of both measurement and generalizability issues. <p><u>Communication skills:</u></p> <ul style="list-style-type: none"> - How to manage a survey field and communications with respondents. - How to communicate research results. <p><u>Learning skills:</u></p> <ul style="list-style-type: none"> - Ability to link theory to marketing research and to translate research hypothesis into empirical studies. - Ability to develop bibliographical research in order to properly frame research questions.
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Assessment

For Attending Students

(regular attendance will be recorded by the lecturer, at least 50% of attendance is required to qualify as attending student)

The knowledge and the skills learned throughout the course will be assessed with: two group assignments and a final written exam.

- Individual assignment (40%) 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. This project will involve developing a research proposal in a given leisure, sports or event management topic with the objective of evaluating the students' knowledge of marketing research theory and practice. The students will be formed by the lecturer and only those students who have attended 50% of the lectures can take part in individual assignments. Attending students will do a class presentation of their research proposals
- The final written exam (60%) will consist of three to essays or exercises and thirty (30) 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 90 minutes.
- 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.

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.

For NON-Attending Students

(Students who will not attend at least 50% of classes or will be unable to complete the group assignments)

The knowledge and the skills learned throughout the course will be assessed with: a written exam (100%).

The final exam will cover all topics, will include up to five essays, exercises and forty (40) open-ended questions at testing the knowledge of marketing research concepts, models, techniques, and tools acquired and the students'

	<p>ability to apply it to a variety of marketing research settings.</p> <p>The final exam will last up to 120 minutes for Non-Attending Students.</p>
Assessment language	English
Evaluation criteria and criteria for awarding marks	<p><u>For Attending Students</u> (regular attendance will be recorded by the lecturer, at least 50% of attendance is required to qualify as attending student)</p> <ul style="list-style-type: none"> - 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. - 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. - Active contribution to class discussion and activities is expected for each and every class and bonus points will be assigned as reward for high-level contributions. <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><u>For NON-Attending Students</u> (Students who will not attend at least 50% of classes or will be unable to complete the project work)</p> <ul style="list-style-type: none"> - 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. <p><u>General information on assessment:</u></p> <ul style="list-style-type: none"> - Participation to lectures is highly recommended.

	<ul style="list-style-type: none"> - 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. - 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.
Required readings	<p>Lecture Slides (PDF on TEAMS)</p> <p>Veal, A.J. Research Methods for Leisure & Tourism 4th edition. Prentice Hall 2011 or later editions</p>
Supplementary readings	<p>Malhotra, Naresh, K., Marketing Research: an Applied Orientation 6th edition. Pearson, 2009. ISBN: 9780136094234 (or previous editions or later editions).</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>