

Global Learning Semesters

Course Syllabus

Course: MKTG-398 Marketing Research

Department: Business Administration

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MKTG-398	Marketing Research	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	MATH-220, MKTG-291 or MKTG-391
Department	Level of Course	Language of Instruction
Business Administration	Upper Division	English

Course Description

Introduction of the entire marketing research process, explaining how the Internet and globalization are changing the nature of information systems. Students will learn, the human side of marketing research, problem definition and the research proposal, exploratory research and qualitative analysis, secondary data research in a digital age, survey research, observation, experimental research, test marketing and complex experiments and measurement methods.

Instructor

Mr. Costas Konomis

Course Aims and Objectives

By the end of this course the students should be able to evaluate the impact of the environment within which organizations operate and their influence on the marketing research function, to be able to develop and implement a marketing research proposal and to identify the limitations of a marketing research proposal.

Teaching Methods

The course is delivered through a mixture of lectures and practical exercises and assignments

Course Teaching Hours

42 hours (lectures/presentations). The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week).

Evaluation and Grading

Participation: 10%
Project: 30%
Midterm: 30%

Final Exam: 30%

Readings and Resources

Required Textbook

William G. Zikmund, Exploring Marketing Research, 8th edition, Thomson, 2003.

Recommended Reading

Churchill, G. A. (1996), Basic Marketing Research, 3rd edition, Dryden Press

Journal of Market-Research

Journal of Marketing

Journal of Macro Marketing

Sloan Management Review

Harvard Business Review

Industry and Environment