

**Faculty of Economics / BUSINESS ECONOMICS /**

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| <b>Course:</b>                       |  |                 |                     |   |
| <b>Course ID</b>                     | <b>Course status</b>   | <b>Semester</b> | <b>ECTS credits</b> | <b>Lessons</b> (Lessons+Exercises+Laboratory) |
| 11750                                | Mandatory  | 3               | 6                   | 2+2+0   |
| <b>Programs</b>                      | BUSINESS ECONOMICS   |                 |                     |   |
| <b>Prerequisites</b>                 | None   |                 |                     |   |
| <b>Aims</b>                          | Upon completion of the course, the student is expected to have obtained advanced knowledge of methods and techniques in marketing research that have become necessary in everyday business and to have acquired concrete skills with which to solve problems in marketing research.  |                 |                     |   |
| <b>Learning outcomes</b>             | After completing this course, the student will have the knowledge to: • Analyze real problems in the field of marketing research and draw relevant conclusions in the function of effective business decision-making; • Create adequate models in the marketing research process; • Develop the ability to discern the effectiveness of appropriate research methods; • Conduct modern quantitative marketing research; • Plan research and implement advanced techniques of multivariate data analysis in order to conduct marketing research; • Competently use statistical software to apply statistical techniques in marketing research |                 |                     |   |
| <b>Lecturer / Teaching assistant</b> | Milena Lipovina-Bozovic, PhD, Assistant Professor; Milan Raičević, MSc, Teaching Assistant   |                 |                     |   |
| <b>Methodology</b>                   | Lectures and/or mentoring, exercises, practical work, research work, case studies, consultations;  |                 |                     |   |
| <b>Plan and program of work</b>      |  |                 |                     |   |
| Preparing week                       | Preparation and registration of the semester   |                 |                     |   |
| I week lectures                      | Recapitulation of the basic assumptions of modern marketing  |                 |                     |   |
| I week exercises                     | Recapitulation of the basic assumptions of modern marketing  |                 |                     |   |
| II week lectures                     | The role of marketing research in business decision-making   |                 |                     |   |
| II week exercises                    | The role of marketing research in business decision-making   |                 |                     |   |
| III week lectures                    | Marketing research in theory and practice  |                 |                     |   |
| III week exercises                   | Marketing research in theory and practice  |                 |                     |   |
| IV week lectures                     | Conducting Marketing Research: Process, Design, and Implementation   |                 |                     |   |
| IV week exercises                    | Conducting Marketing Research: Process, Design, and Implementation   |                 |                     |   |
| V week lectures                      | Sources and quality of marketing data  |                 |                     |   |
| V week exercises                     | Sources and quality of marketing data  |                 |                     |   |
| VI week lectures                     | Secondary research   |                 |                     |   |
| VI week exercises                    | Secondary research   |                 |                     |   |
| VII week lectures                    | Exploratory research   |                 |                     |   |
| VII week exercises                   | Exploratory research   |                 |                     |   |
| VIII week lectures                   | Causal research  |                 |                     |   |
| VIII week exercises                  | Causal research  |                 |                     |   |
| IX week lectures                     | Hypothesis testing: concepts and tests of association  |                 |                     |   |
| IX week exercises                    | Hypothesis testing: concepts and tests of association  |                 |                     |   |
| X week lectures                      | Correlation and regression analysis  |                 |                     |   |
| X week exercises                     | Correlation and regression analysis  |                 |                     |   |
| XI week lectures                     | Factor analysis  |                 |                     |   |
| XI week exercises                    | Mid-term exam  |                 |                     |   |
| XII week lectures                    | Canonical analysis   |                 |                     |   |
| XII week exercises                   | Canonical analysis   |                 |                     |   |
| XIII week lectures                   | Discriminant analysis  |                 |                     |   |
| XIII week exercises                  | Discriminant analysis  |                 |                     |   |

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| XIV week lectures  | Cluster analysis   |  |  |  |  |                                    |
| XIV week exercises   | Mid-term exam resit  |  |  |  |  |                                    |
| XV week lectures   | Multidimensional scaling   |  |  |  |  |                                    |
| XV week exercises  | Multidimensional scaling   |  |  |  |  |                                    |
| <b>Student workload</b>  | Weekly 6 credits x 40/30 = 8 hours Structure: 1 hour 30 minutes for lectures 1 hour i 30 minutes for exercises 5 hours of individual work, including consultations During the semester Total load 6 x 30 = 180 hours Structure: Classes and final exam: 8 hours x 16 weeks= 128 hours Pre-semester preparations: 8 hours x 2 = 16 hours Additional work for preparation and passing final exam: 36 hours |  |  |  |  |                                    |
| <b>Per week</b>  |  |  | <b>Per semester</b>  |  |  |                                    |
| <b>6 credits x 40/30=8 hours and 0 minuts</b><br>2 sat(a) theoretical classes<br>0 sat(a) practical classes<br>2 excercises<br><b>4 hour(s) i 0 minuts</b><br>of independent work, including consultations |  |  | Classes and final exam:<br><b>8 hour(s) i 0 minuts x 16 =128 hour(s) i 0 minuts</b><br>Necessary preparation before the beginning of the semester (administration, registration, certification):<br><b>8 hour(s) i 0 minuts x 2 =16 hour(s) i 0 minuts</b><br>Total workload for the subject:<br><b>6 x 30=180 hour(s)</b><br>Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item)<br><b>36 hour(s) i 0 minuts</b><br>Workload structure: <b>128 hour(s) i 0 minuts (cources), 16 hour(s) i 0 minuts (preparation), 36 hour(s) i 0 minuts (additional work)</b> |  |  |                                    |
| <b>Student obligations</b>   |  |  | Classes attendance (lectures and/or mentoring), mid-term exam, practical work in the computer room, seminar work, empirical research, solving business problems, and passing the final exam.   |  |  |                                    |
| <b>Consultations</b>   |  |  | Aaker, D., Marketing Research, 2012, Wiley, 11th Edition   |  |  |                                    |
| <b>Literature</b>  |  |  | Aaker, D. et al, Marketing Research, 2018, Wiley, 13th Edition   |  |  |                                    |
| <b>Examination methods</b>   |  |  | 1. Mid-term exam (25 points) 2. Empirical research (25 points) 3. Presentation (20 points) 4. Final exam - (30 points) Total 100 points  |  |  |                                    |
| <b>Special remarks</b>   |  |  | /  |  |  |                                    |
| <b>Comment</b>   |  |  | /  |  |  |                                    |
| <b>Grade:</b>  | F  | E  | D  | C  | B  | A                                  |
| <b>Number of points</b>  | less than 50 points  | greater than or equal to 50 points and less than 60 points | greater than or equal to 60 points and less than 70 points   | greater than or equal to 70 points and less than 80 points | greater than or equal to 80 points and less than 90 points | greater than or equal to 90 points |