

Course title: Marketing Research			
Lecturer: Branislav Radnović			
Course status: Required, First Semester			
ECTS: 8			
Requirements: none			
Course aim: Studying specificities of the market management as an informational basis of market management, valuable for implementing marketing activities, as well as for good decision making and achieving an optimum result on the market. The aim is to present and point out to students that market research is the basis of development, implementation and monitoring of the effectiveness of the marketing and of the overall managerial, i.e. business concepts and decisions.			
Course outcome Training the students to independently plan, organize, lead and control marketing research activities. Adequate conception and alignment of instruments of marketing mix in accordance with the research results. Understanding of the overall effective marketing activities and making good decisions in marketing management with the aim of improving the company's position.			
Course content <i>Theory classes</i> The importance of market research from the aspect of marketing management, studying the traits, roles and place of market research, market research in the service of marketing, defining goals and subjects of market research, getting to know modern methods and techniques of market research, information sources for marketing research (primary and secondary data, survey research and panels, experimental method), the problem of quantifying in marketing research, making surveys, measuring opinions, perceptions, and preferences, in-depth interview, projective techniques, observation and psychological measurement, sampling (the concept and value of samples, the sizes and types of samples), reporting on the results of marketing research, managing marketing research (the role of marketing manager and marketing researcher, costs and budgeting of a marketing research, organization), researching consumer behavior, studying the demand and forecasting the market and sales, researching the product and prices, definitions and ways of controlling marketing activities. <i>Practice classes</i> Case studies in marketing research, important information in marketing management analysis and decision-making, managing market research, conducting market research, drawing connections between marketing research and making marketing management decisions, marketing research in relation to marketing instruments and managing the overall company business politics.			
Recommended Literature: 1. Radnović, Branislav, <i>Marketing istraživanje</i> , Fakultet poslovne ekonomije, Univerzitet Educons, 2014. 2. Salai, Suzana, Božidarević, Desanka, <i>Marketing istraživanja – informaciona osnova marketing menadžmenta</i> , Savremena administracija, Beograd, 2001. 3. Malhotra, K. Naresh, Birks, F. David, <i>Marketing Research – An Applied Approach</i> , FT Prentice Hall, 2006.			
Number of active teaching classes:		Lectures: 3	Practice classes: 3
Teaching methods: Lectures, consultations, discussions, studying specific problems in marketing research, presentations of research and seminar papers.			
Knowledge assessment (max 100 points)			
Pre-exam	points	Final exam	points
In-class activity	5	written exam	25
practice classes	10	oral exam	10
mid-term tests	3 x 15	
seminar papers	5		