

1. Course (module) name		2. Code	
Marketing Research			
3. Lecturer (s)		4. Division(s)	
5. Cycle of studies	6. Course (module) level	7. Course (module) type	
First	Course is not divided into parts	Mandatory	
8. Delivery form	9. Delivery period	10. Delivery language (s)	
Full-time		English	
11. Requirements for students			
Preliminary requirements:		Associated requirements (if any):	
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12. Scope of course (module) in ECTS credits	13. Full workload of a student (hours)	14. Contact work hours	15. Independent work hours
6	160	40	120
16. Course (module) purpose: competences developer by the course programme			
The objective for the Marketing Research module is for the students to understand business – social media decision making and analytics process and tools for the sales efficiency.			

Topics	Contact work hours and learning method							Time of independent studies and tasks	
	Lectures	Consultations	Seminars	Exercises	Laboratory work	Practice	All contact work	Independent work	Tasks
1. Trends in the application of Marketing Research in the fields of marketing and management, business structures, etc., - theory and practical situations.	2	-	1	-	-	-	3	10	Analysis of literature, case studies, practical tasks
2. The Influence of Social Media on Social Business Management and Marketing and Application Perspectives. Analysis value.	4	-	2	-	-	-	6	10	Analysis of literature, case studies, practical tasks
3. Identification and monitoring of social media / social media users, measurement	2	-	2	-	-	-	4	10	Analysis of literature, case studies, practical tasks
4. Performance, availability and efficiency indicators and basic and specific measurement methods and tools. Analytical methods and the conversion of social media data into business insights.	4	-	2	-	-	-	6	10	Analysis of literature, case studies, practical tasks Discussion
5. Identification of market and consumer structure, tools and models for measuring brand recognition and evaluation. Practical tasks for students - work with specific tools, application of models for decision making and problem solving using various social media models. the work is carried out on the principle of Case studies.	4	-	2	-	-	-	6	20	Analysis of literature, case studies, practical tasks
6. Forecasting and modeling. Great social media analytics strategies.	4	-	-	-	-	-	4	20	Analysis of literature, case studies, practical tasks
7. Business - social media decision making for sales efficiency.	4	-	2	-	-	-	6	20	Analysis of literature, case studies, practical tasks
8. Development of models, methodologies, metrics for forecasting and performance monitoring, sales efficiency in specific and typical situations.	4	-	1	-	-	-	5	20	Analysis of literature, case studies, practical tasks
	28	-	12	0	-	-	40	120	

19. Strategy and criteria of student assessment			
Assessment method	Per cent	Delivery time	Evaluation criteria
Group tasks / Cumulative score	45%	During the semester	Understanding of the coursework task briefs (20%), clear summary of the key policy objectives and how the example/proposed tasks might meet the objectives (30%), clear presentation of the group's conclusions (20%), evidence of the contributions of all group members (10%), ability to answer questions on the presentation from the examiner (20%). Excellent – above 70% Good – 60-70% Adequate – 40-59% Inadequate – under 40%
Examination	55%	During the semester	Evidence of understanding the subject through appropriate answers to the questions (50%), clear and concise answers (30%), depth of analysis (10%), logic (10%). Excellent – above 70% Good – 60-70% Adequate – 40-59% Inadequate – under 40%