

-Course unit title:	Marketing Research								
Course unit code:	MKT 324								
Type of course unit:	Optional								
Level of course unit:	Bachelor (1st Cycle)								
Year of study:	3								
Semester when the unit is delivered:	1 or 2								
Number of ECTS credits allocated :	6								
Name of lecturer(s):	Ms Maria Constantinou								
Learning outcomes of the course unit:	<ul style="list-style-type: none"> • Evaluate the role and importance of marketing research in helping marketing management decision making • Demonstrate expertise in constructing and operating a marketing research project • Differentiate between the types and sources of primary and secondary data • Examine research methodologies • Assess sampling methods • Identify and use data collection methods • Compose and present an actual research proposal project 								
Mode of delivery:	Face-to-face								
Prerequisites:	None								
Recommended optional program components:	None								
Course contents:	This module aims to develop a systematic introduction to the principles and practices of marketing research so that a clear appreciation can be obtained of the contribution which it can make to the success of business undertaking. By the end of the semester students are expected to develop expertise in constructing and operating a marketing research project, appreciate the importance of marketing research in marketing decisions, differentiate the types and sources of primary and secondary data and identify the methods of collecting survey data.								
Recommended and/or required reading:	<p>Textbook Malhotra, N.K. (2009). Marketing Research: An Applied Orientation. 6th Edition. Pearson Education International</p> <p>Recommended reading Zikmund, W.G. and Babin, B.J. (2010). Exploring Marketing Research. 10th Edition. Thomson South Western</p>								
Planned learning activities and teaching methods:	Through lectures, practical examples analysis and class discussion students are expected to gain the relevant theoretical and applied marketing research knowledge.								
Assessment methods and criteria:	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">Class Participation</td> <td style="text-align: right;">5%</td> </tr> <tr> <td style="padding-left: 20px;">Assignment</td> <td style="text-align: right;">15%</td> </tr> <tr> <td style="padding-left: 20px;">Midterm Examination</td> <td style="text-align: right;">10%</td> </tr> <tr> <td style="padding-left: 20px;">Final Examination</td> <td style="text-align: right;">70%</td> </tr> </table>	Class Participation	5%	Assignment	15%	Midterm Examination	10%	Final Examination	70%
Class Participation	5%								
Assignment	15%								
Midterm Examination	10%								
Final Examination	70%								
Language of instruction:	English								
Work placement(s):	No								