

<b>Study program:</b> Management of business and logistics			
<b>Course name:</b> Market research			
<b>Professor:</b> Sasa S. Saric, lecturer			
<b>Subject status:</b> compulsory			
<b>ECTS:</b> 7			
<b>Requirements:</b> no requirements			
<b>Aim of the course</b> Aim of the course is to familiarize students with the process of market research (marketing research) and its application in order to create a quality information basis for making decisions in everyday business operations. Students will have understood the contents of a practical project of market research and acquired skills of market research necessary for efficient decision making.			
<b>Course outcomes</b> After successfully completing the course, students will have gained knowledge on market research in its modern interpretation, from research design, sampling and data analysis, to interpretation and practical implementation of research results. Understanding of the role of information system in modern marketing research is particularly important.			
<b>Content of the course</b> <i>Theoretical lectures</i> The notion, definition and purpose of market research; The role and importance of marketing information in modern business; Decision-making based on marketing research; Marketing research in practice; Market research process; Design and implementation of market research; Sources of data; Use of secondary data in a research; Standardized sources of marketing data; Qualitative research; Designing market research questionnaires; Experimental research; Sampling basics in marketing research; Choice of sample size; Basics of data analysis; <i>Practical course work</i> Organizers and users of market research; Marketing and management based on market research; Planning and designing the research process; Exploratory research; Descriptive research; Causal research; The notion of and collecting primary data; The notion of and collecting of secondary data; Measuring attitudes and scales for measuring; Samples and Sampling; Data collection; Analysis and interpretation of data; Results of research and compilation of reports; Forecasting based on research results; Organization of market research agency/ department.			
<b>Literature</b> <ul style="list-style-type: none"> <li>• Аакер, Д., Кумар, В. и Деј, Г. <i>Маркетиншко истраживање</i>, Економски факултет Београд, 2008.</li> <li>• Вест, К. <i>Истраживање тржишта</i>, Клио, Београд, 2004.</li> <li>• Станковић, Љ., Аврамовић, М. <i>Маркетинг истраживања</i>, Економски факултет, Ниш, 2007.</li> <li>• Ханић, Х. <i>Истраживање тржишта и маркетинг информациони системи</i>, Економски факултет Београд, 2003.</li> </ul>			
<b>Total number of active teaching classes</b>		<b>Lectures: 30</b>	<b>Practical course work: 45</b>
<b>Teaching methods</b> Lectures; practical course work, presenting successful examples of professional practice in the field of study, case studies, preparation and presentation of term papers.			
<b>Evaluation (maximum points 100)</b>			
<b>Pre-exam activities</b>	Points	<b>Final exam</b>	Points
Active participation in lecture classes	5	Written exam	/
Active participation in practical course work	5	Oral exam	45
Colloquium 1	30	.....	
Colloquium 2	/		
Term paper(s)	15		