

Course Name	Market research and analysis		
Code	TBD		
Type	Non-mandatory (optional)		
University Level	Undergraduate		
Year	TBD	Semester	TBD
ECTS	5 ECTS points		
Lecturer	Duje Petričević, lecturer		
Gained competencies after completion	<p>Overall competencies:</p> <ol style="list-style-type: none"> 1. Understanding the basic scientific data gathering process and the specific marketing tools for collecting and analysing obtained data, in order to ultimately serve a business decision-making process. <p>Particular, theoretical and practical proficiencies:</p> <ol style="list-style-type: none"> 1. Secondary data gathering 2. Gathering data for social science purposes. Conducting scientific research and obtaining reliable, objective, unbiased data. 3. Descriptive statistics and very basic inferential statistics, conclusions that can be made and means of improving existing research. 		
Enrolment prerequisites	Regulated by The Statute of Faculty of Economics, University of Split, as well as the Study Regulations.		
Course contents	<ol style="list-style-type: none"> 1. Introduction to marketing research, goals and purposes, primary and secondary data 2. Problem formulation and hypothesis formation 3. Questionnaire (survey) design 4. Non-survey-based research and research designs, 5. Focus groups 6. Basic psychology concepts relevant for social sciences research 7. Data collection sampling, sample size research ethics, and research report writing 8. Descriptive statistics and basic inferential statistics 		
Recommended literature	1. Malhotra, N.K. (2011), <i>Basic Marketing Research 4th edition</i> , Prentice Hall		
Additional literature	1. Brase, C.H., Brase, C.P. (2012), <i>Understanding Basic Statistics 6th edition</i> , Cengage Learning		
Education execution	Lectures, seminars and practical lessons.		
Exam prerequisites	Signature prerequisites: at least 50% attendance on lectures, as well the seminars and practical lessons. Signature is a prerequisite for talking the final exam.		
Methods for assessing the attained practical skill and theoretical knowledge, exam execution	Practical assignments, 2 preliminary exams, written and oral exam, carried by the lecturer.		
Language in which the course will be carried out	English		
Methods for determining the quality of lessons, as well as the exam	Internally, carried out by surveying the students. Of course, the survey is completely anonymous. Externally, by evaluations of the experts in the field.		