



SYLLABUS

Academic year 2024-2025

1. Information regarding the programme

1.1. Higher education institution	Universitatea Babeș-Bolyai
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Bachelor
1.6. Study programme / Qualification	Business Administration

2. Information regarding the course

2.1. Name of the course	MARKETING RESEARCH						
2.2. Code	ILE0016						
2.3. Course coordinator	Assoc. professor, dr. Marius BOTA						
2.4. Seminar coordinator	Gelu-Ionuț LASLO						
2.5. Year of study	II	2.6. Semester	IV	2.7. Type of evaluation	E	2.8. Type of course	Mandatory

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	Of which: 3.5. lecture	28	3.6. seminar/laboratory	28
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					30
Additional documentation (in libraries, on electronic platforms, field documentation)					20
Preparation for seminars/labs, homework, papers, portfolios and essays					30
Tutorship					2
Evaluations					2
Other activities: Preparing the final exam					10
3.7. Total individual study hours	94				
3.8. Total hours per semester	150				
3.9. Number of ECTS credits	6				

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	Classroom equipped with projector, computer
5.2. for the seminar /lab activities	Classroom equipped with projector, computer



6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> description of economic paradigms, concepts, and theories regarding the influence of the external environment on companies/ organisations (C1.1) explanation as well as quantitative and qualitative interpretation of information extracted from various databases (C5.2)
Transversal competencies	<ul style="list-style-type: none"> identification of roles and responsibilities within a multi-skilled team and use effective teamwork and interpersonal techniques (CT2)

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> The objective of this course is to introduce students discussions concerning issues of marketing research
7.2. Specific objective of the course	<ul style="list-style-type: none"> Conduct different types of research for companies Fundament marketing decisions on the conducted studies

8. Content

8.1. Course		Teaching Method	Remarks
1	Introduction to Marketing Research	Oral presentation, multimedia, exemplification	1 lecture
2	The process of marketing research - Defining the problem and developing an approach	Oral presentation, multimedia, exemplification	1 lecture
3	The process of marketing research – Basic research design	Oral presentation, multimedia, exemplification	1 lecture
4	The process of marketing research - Exploratory research: secondary data	Oral presentation, multimedia, exemplification	1 lecture
5	The process of marketing research - Exploratory research: qualitative research	Oral presentation, multimedia, exemplification	1 lecture
6	The process of marketing research - Descriptive research: observation and survey	Oral presentation, multimedia, exemplification	1 lecture
7	The process of marketing research - Descriptive research: observation and survey	Oral presentation, multimedia, exemplification	1 lecture
8	The process of marketing research – Causal research: experiment	Oral presentation, multimedia, exemplification	1 lecture



9	The process of marketing research – Defining the information needed Measurement and scaling procedures	Oral presentation, multimedia, exemplification	1 lecture
10	The process of marketing research – Defining the information needed Measurement and scaling procedures	Oral presentation, multimedia, exemplification	1 lecture
11	The process of marketing research – Questionnaire	Oral presentation, multimedia, exemplification	1 lecture
12	The process of marketing research – Questionnaire, Panel	Oral presentation, multimedia, exemplification	1 lecture
13	The process of marketing research – Specify the sampling process and the sample size Report preparation and presentation	Oral presentation, multimedia, exemplification	1 lecture
14	Recapitulation	Exemplification	1 lecture
Bibliography		<ol style="list-style-type: none"> 1. Cosma S., <i>Cercetări de marketing. Aplicații</i>. Editura Presa Universitară Clujeană, Cluj-Napoca, 2008. 2. Kotler, Ph., Armstrong, G., <i>Principles of marketing</i>, 18th edition, Pearson Education Limited, 2020. 3. Kotler, Ph., Keller, K.L., <i>Marketing Management</i>, 15th Edition, Pearson Education Limited, 2016. 4. Malhotra, N. K., <i>Marketing Research: An Applied Orientation, 7th edition, Global Edition</i>, Pearson, 2019, ISBN: 9781292265636 5. Nunan, D., Birks, D. F. and Malhotra N. K., <i>Marketing Research Applied Insight, 6th Edition</i>, Pearson Education Limited, 2020 ISBN: 9781292308722 	

8.2. Seminar/laboratory		Teaching Method	Remarks
1	Requirements for course and seminar activities	Group discussions/ Exemplification	1 seminar
2	The role of marketing research – Sinclair C5	Case study	1 seminar
3	Defining the problem and developing an approach	Case study	1 seminar
4	Basic research design – How to copy from the Internet	Case study	1 seminar
5	Focus-group	Case study	1 seminar
6	Observation, new research methods: non-verbal methodology	Case study	1 seminar
7	Random design	Application	1 seminar
8	Project presentation	Group	1 seminar



		discussions/ Exemplification	
9	Likert Scale, Semantic differential, Paired comparison, Rank order	Applications	1 seminar
10	Questionnaire and form design	Exemplification	1 seminar
11	Questionnaire and form design	Exemplification	1 seminar
12	Questionnaire and form design	Case study/ Exemplification	1 seminar
13	Report preparation	Case study/ Exemplification	1 seminar
14	Project evaluation	Group discussions/ Exemplification	1 seminar
Bibliography		<ol style="list-style-type: none"> 1. Cosma S., <i>Cercetări de marketing. Aplicații</i>. Editura Presa Universitară Clujeană, Cluj-Napoca, 2008. 2. Kotler, Ph., Armstrong, G., <i>Principles of marketing</i>, 18th edition, Pearson Education Limited, 2020. 3. Kotler, Ph., Keller, K.L., <i>Marketing Management</i>, 15th Edition, Pearson Education Limited, 2016. 4. Malhotra, N. K., <i>Marketing Research: An Applied Orientation, 7th edition, Global Edition</i>, Pearson, 2019, ISBN: 9781292265636 5. Nunan, D., Birks, D. F. and Malhotra N. K., <i>Marketing Research Applied Insight, 6th Edition</i>, Pearson Education Limited, 2020 ISBN: 9781292308722 	

9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

Course content is consistent with what is done in other universities at home and abroad.

10. Evaluation

- The evaluation method is also maintained for the exams in the re-examination session.
- To calculate the final grade by adding up the points obtained during the semester, it is necessary to obtain a minimum of 50% of the score related to the written exam.

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share in the final grade (%)
10.4 Course	<ul style="list-style-type: none"> • Logical application of the learned concepts • Explain the results logically and correctly 	Final exam	60%
10.5 Seminar	<ul style="list-style-type: none"> • Ability to analyze and conduct marketing research 	Project 1 (team) Secondary research	20%



		Project 2 (individual) Primary research	20%
10.6 For the reexamination period the score obtained at seminar remain unchanged.			
10.7 Minimum performance standards			
<ul style="list-style-type: none">Analyze the marketing research process			

Date

Course coordinator

Seminar coordinator

Assoc. professor, dr. Marius
BOTA

Gelu-Ionuț LASLO

23.04.2024

Date of approval

Head of department

Assoc. professor, dr. Marius BOTA

22.05.2024