



SYLLABUS

Academic year 2024-2025

1. Information regarding the programme

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| 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 in Hospitality Services |

2. Information regarding the course

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|--------------------------|-----------------------------------|---------------|----|-------------------------|---|---------------------|-----------|
| 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)

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| 4.1. curriculum | |
| 4.2. competencies | |

5. Conditions (if necessary)

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| 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

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|---------------------------|--|
| Professional competencies | <ul style="list-style-type: none"> description of concepts, theories, and methodologies for collecting, processing, and analyzing data from both inside and outside the company (C1.1) definition, classification, and explanation of business research methods (C2.1) |
| 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)

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|---------------------------------------|---|
| 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, | 1 lecture |



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|--------------|---|---|-----------|
| | | exemplification | |
| 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 |



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| 8 | Project presentation | Group discussions/ Exemplification | 1 seminar |
| 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 a marketing research | Project 1 (team) Secondary research | 20% |



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| | | 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