



**SYLLABUS**  
**Marketing research**  
Academic year 2025-2026

**1. Information regarding the program**

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/Bachelor in Economic Studies
1.7. Form of education	Full time

**2. Information regarding the discipline**

2.1. Name of the discipline		Marketing research				Discipline code		ILE0016			
2.2. Course coordinator			Assoc. prof. dr. Marius BOTA								
2.3. Seminar coordinator			Assoc. prof. dr. Marius BOTA								
2.4. Year of study		II	2.5. Semester		4	2.6. Type of evaluation		E	2.7. Discipline regime		Mandatory

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

3.1. Hours per week	4	of which: 3.2 course	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	of which: 3.5 course	28	3.6 seminar/laboratory	28
<b>Time allotment for individual study (ID) and self-study activities (SA)</b>					<b>hours</b>
Learning using manual, course support, bibliography, course notes (SA)					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:					10
<b>3.7. Total individual study hours</b>					<b>94</b>
<b>3.8. Total hours per semester</b>					<b>150</b>
<b>3.9. Number of ECTS credits</b>					<b>6</b>

**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



### 6.1. Specific competencies acquired

Professional/essential competencies	<ul style="list-style-type: none"><li>• C1.1. Description of concepts, theories, and methodologies for collecting, processing, and analyzing data from both inside and outside the company</li><li>• C2.1. Definition, classification, and explanation of business research methods</li></ul>
Transversal competencies	<ul style="list-style-type: none"><li>• CT2. Identification of roles and responsibilities within a multi-skilled team and use effective teamwork and interpersonal techniques</li></ul>

### 6.2. Learning outcomes

Knowledge	<p>The student possesses knowledge about the components of the marketing micro and the macro environment.</p> <ul style="list-style-type: none"><li>• The student identifies customer needs and expectations regarding a product or service in order to identify and resolve possible inconsistencies and disagreements of the stakeholders involved.</li><li>• The student knows how to analyze the external and internal environment of an organization, identifying strengths and weaknesses, in order to provide a basis for the company's strategies and for further planning.</li></ul>
Skills	<p>The student demonstrates that he or she has the ability to identify and analyze elements of the marketing micro and macro environment.</p> <ul style="list-style-type: none"><li>• The student can collect data and statistics for testing and evaluation in order to generate statements and pattern predictions, in order to discover useful information in the decision-making process.</li><li>• The student can collect relevant information by applying systematic methods such as interviews, focus groups, text analysis, observations, and case studies.</li></ul>
Responsibility and autonomy:	<p>The student is able to make decisions at the level of the position he occupies and to assume responsibility towards the higher hierarchical levels.</p> <ul style="list-style-type: none"><li>• The student is able to develop studies and analyses, organizational and efficiency of the activity of companies in order to provide advice and assistance.</li><li>• The student is able to develop proposals and make appropriate decisions, taking into account economic criteria.</li></ul>



## 7. Objectives of the discipline (outcome of the acquired competencies)

<b>7.1 General objective of the discipline</b>	<ul style="list-style-type: none"> <li>Students' acquisition of the fundamental elements of marketing research</li> </ul>
<b>7.2 Specific objective of the discipline</b>	<ul style="list-style-type: none"> <li>Acquisition by students of specific investigation tools, collection of information necessary to substantiate the company's market strategies</li> <li>Knowledge of the stages and content of the marketing research process</li> <li>Studying the main types of market research undertaken by companies</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Remarks
Introduction to Marketing Research	Oral presentation, multimedia, exemplification	One lecture
The process of marketing research - Defining the problem and developing an approach	Oral presentation, multimedia, exemplification	One lecture
The process of marketing research – Research design formulation	Oral presentation, multimedia, exemplification	One lecture
The process of marketing research - Exploratory research: secondary data and qualitative research	Oral presentation, multimedia, exemplification	Two lectures
The process of marketing research - Descriptive research: observation and survey	Oral presentation, multimedia, exemplification	Two lectures
The process of marketing research – Causal research: experiment	Oral presentation, multimedia, exemplification	One lecture
The process of marketing research – Defining the information needed	Oral presentation, multimedia, exemplification	One lecture
Measurement and scaling procedures	Oral presentation, multimedia, exemplification	One lecture
The process of marketing research – Defining the information needed	Oral presentation, multimedia, exemplification	One lecture
Measurement and scaling procedures	Oral presentation, multimedia, exemplification	One lecture
The process of marketing research – Questionnaire	Oral presentation, multimedia, exemplification	One lecture
The process of marketing research – Questionnaire, Panel	Oral presentation, multimedia, exemplification	One lecture
The process of marketing research – Specify the sampling process and the sample size	Oral presentation, multimedia, exemplification	One lecture
Report preparation and presentation	Oral presentation, multimedia, exemplification	One lecture
Recapitulation	Exemplification	One lecture
<b>Bibliography</b> <ol style="list-style-type: none"> <li>Cosma S., Cercetări de marketing. Aplicații. Editura Presa Universitară Clujeană, Cluj-Napoca, 2008.</li> <li>Kotler, Ph., Armstrong, G., Principles of marketing, 18th edition, Pearson Education Limited, 2020.</li> <li>Kotler, Ph., Keller, K.L., Marketing Management, 15th Edition, Pearson Education Limited, 2016.</li> <li>Malhotra, N. K., Marketing Research: An Applied Orientation, 7th edition, Global Edition, Pearson, 2019.</li> <li>Nunan, D., Birks, D. F. and Malhotra N. K., Marketing Research Applied Insight, 6th Edition, Pearson Education Limited, 2020.</li> </ol>		
8.2 Seminar / laboratory	Teaching methods	Remarks
Requirements for course and seminar activities	Group discussions/ Exemplification	One seminar
The role of marketing research – Sinclair C5	Case study	One seminar
Defining the problem and developing an approach	Group discussions/ Exemplification	One seminar



Developing an approach to the marketing research problem	Case study	One seminar
The Role of Marketing Research in New Product Development – Kelloggs Case Study	Case study	One seminar
Secondary data analysis	Case study	One seminar
Project presentation	Group discussions/ Exemplification	One seminar
Qualitative research - Focus-group	Case study	One seminar
Qualitative research – projective techniques	Group discussions/ Exemplification	One seminar
Observation, new research methods: non-verbal methodology	Case study	One seminar
Measurement and scaling procedures	Applications	One seminar
Questionnaire and form design	Group discussions/ Exemplification	One seminar
Questionnaire implementation	Group discussions/ Exemplification	One seminar
Seminar activity feedback	Group discussions/ Exemplification	One seminar
<b>Bibliography</b> <ol style="list-style-type: none"> <li>1. Cosma S., Cercetări de marketing. Aplicații. Editura Presa Universitară Clujeană, Cluj-Napoca, 2008.</li> <li>2. Kotler, Ph., Armstrong, G., Principles of marketing, 18th edition, Pearson Education Limited, 2020.</li> <li>3. Kotler, Ph., Keller, K.L., Marketing Management, 15th Edition, Pearson Education Limited, 2016.</li> <li>4. Malhotra, N. K., Marketing Research: An Applied Orientation, 7th edition, Global Edition, Pearson, 2019.</li> <li>5. Nunan, D., Birks, D. F. and Malhotra N. K., Marketing Research Applied Insight, 6th Edition, Pearson Education Limited, 2020.</li> </ol>		

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

<ul style="list-style-type: none"> <li>The content of the discipline is in line with what is done in other university centers in the country and abroad. To adapt the content of the discipline to the requirements of the labor market, meetings were held with representatives of the business environment.</li> </ul>
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**10. Evaluation**



- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<ul style="list-style-type: none"> <li>logical, correct and coherent explanation of the concepts acquired</li> </ul>	Final examination (in exam session)	60%
10.5 Seminar/laboratory	<ul style="list-style-type: none"> <li>ability to analyze and conduct marketing research</li> <li>the correct and coherent logical application of the learned concepts</li> </ul>	Carrying out a team project (to be carried out and evaluated during the semester)	20%
		Carrying out an individual activity	20%



	<ul style="list-style-type: none"><li>logical and correct explanation of the results obtained</li></ul>	(to be carried out and evaluated during the semester)	
10.6 Minimum standard of performance			
To obtain a grade of 5 it is necessary: <ul style="list-style-type: none"><li>knowledge of the fundamental notions and their application to examples;</li><li>interpretation of the results obtained.</li></ul>			

#### 11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development							
								

Date:  
20.03.2025

Signature of course coordinator  
Assoc. prof. dr. Marius BOTA

Signature of seminar coordinator  
Assoc. prof. dr. Marius BOTA

Date of approval:  
10.04.2025

Signature of the head of department  
Assoc. prof. dr. Marius BOTA