



COURSE DESCRIPTION
Marketing research
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Bachelor
1.6. Degree programme / Qualification	Business Administration / 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. Marius BOTA, PhD				
2.3. Seminar coordinator	Assoc. Prof. Marius BOTA, PhD				
2.4. Year of study	2	2.5. Semester	2	2.6. Type of assessment	Exam
2.7. Course status	Compulsory			2.8. Course type	Core subject

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	4	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	2
3.4. Total of hours in the curriculum	56	of which: 3.5. course	28	3.6. seminar/ laboratory	28
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					30
Additional research in the library, on subject-specific electronic platforms, and on-site					20
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					30
Tutoring (professional guidance)					2
Examinations					2
Other activities					10
3.7. Total hours of individual study (IS) and self-taught activities (ST)				94	
3.8. Total hours per semester				150	
3.9. Number of credits				6	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2. skills-related	

5. Specific conditions (where applicable)

5.1. course-related	Classroom equipped with projector, computer
5.2. seminar/laboratory-related	Classroom equipped with projector, computer

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC1	Gathering, processing and analyzing data regarding the interaction between a company/an organization and the external environment
PC5	Using databases specific to business management
Transversal competencies	
Competency code	Competency
TC2	Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC1 PC5 TC2	1. The graduate has knowledge of micro- and macro-marketing elements.	1. The graduate demonstrates having the ability to identify and analyse the elements of the micro- and macro-marketing environment.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student/graduate explains the concepts, role and stages of the marketing research process used in supporting marketing decisions.
2. The student/graduate describes and differentiates the types of marketing research (exploratory, descriptive and causal), as well as the data collection methods used within them.
3. The student/graduate explains the principles of sampling, measurement and scaling, as well as the structure of the instruments used in marketing research.
Specific academic skills
1. The student/graduate applies research methods and techniques to define the marketing problem, develop the research plan and design data collection instruments.
2. The student/graduate analyzes and interprets data obtained from marketing research using appropriate methods of investigation and evaluation of information.
3. The student/graduate develops and presents marketing research reports that support the formulation and substantiation of managerial decisions.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Introduction to the subject	Oral presentation, multimedia, exemplification	One lecture
Introduction to Marketing Research – Definition and Role Marketing Information System	Oral presentation, multimedia, exemplification	One lecture
Marketing Research Process – Stages Defining the Problem and Developing an Approach to It	Oral presentation, multimedia, exemplification	One lecture
Marketing Research Process - Defining the problem and developing an approach to it (objectives, hypotheses, questions, models, relevant characteristics)	Oral presentation, multimedia, exemplification	One lecture
Marketing Research Process - Developing the Research Plan - Typology of Marketing Research (Exploratory, Descriptive and Causal)	Oral presentation, multimedia, exemplification	One lecture
Marketing Research Process - Exploratory Research - Secondary Data Analysis	Oral presentation, multimedia, exemplification	One lecture
Marketing research process - exploratory research - qualitative research	Oral presentation, multimedia, exemplification	One lecture
Marketing research process - descriptive research - survey	Oral presentation, multimedia, exemplification	One lecture
Marketing research process - descriptive research - observation	Oral presentation, multimedia, exemplification	One lecture
Marketing research process - causal research	Oral presentation, multimedia, exemplification	One lecture
Marketing research process - questionnaire, panel	Oral presentation, multimedia, exemplification	One lecture
Marketing research process - defining the necessary information, measurement and scaling procedures	Oral presentation, multimedia, exemplification	One lecture
Marketing research process - sampling and sample size determination, writing and presenting the research report	Oral presentation, multimedia, exemplification	One lecture
Recapitulation	Exemplification	One lecture
Bibliography		
1. Cosma S., Cercetări de marketing. Aplicații. Editura Presa Universitară Clujeană, Cluj-Napoca, 2008. 2. Kotler, Ph., Armstrong, G., Principles of marketing, 18th edition, Pearson Education Limited, 2020. 3. Kotler, Ph., Keller, K.L., Marketing Management, 15th Edition, Pearson Education Limited, 2016. 4. Malhotra, N. K., Marketing Research: An Applied Orientation, 7th edition, Global Edition, Pearson, 2019. 5. Nunan, D., Birks, D. F. and Malhotra N. K., Marketing Research Applied Insight, 6th Edition, Pearson Education Limited, 2020.		
8.2. Seminar/ laboratory	Teaching and learning 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
Bibliography		
1. Cosma S., Cercetări de marketing. Aplicații. Editura Presa Universitară Clujeană, Cluj-Napoca, 2008. 2. Kotler, Ph., Armstrong, G., Principles of marketing, 18th edition, Pearson Education Limited, 2020. 3. Kotler, Ph., Keller, K.L., Marketing Management, 15th Edition, Pearson Education Limited, 2016. 4. Malhotra, N. K., Marketing Research: An Applied Orientation, 7th edition, Global Edition, Pearson, 2019. 5. Nunan, D., Birks, D. F. and Malhotra N. K., Marketing Research Applied Insight, 6th Edition, Pearson Education Limited, 2020.		

9. 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).

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	logical, correct and coherent explanation of the acquired concepts	Final exam (exam session)	60%
9.5. Seminar/ laboratory	- the ability to conduct marketing research - the ability to analyze and interpret the data obtained	Team project (to be carried out and evaluated during the semester)	20%
		Individual activity (to be carried out and evaluated during the semester)	20%
9.6 Minimum standard for passing			
To obtain a grade of 5 it is necessary: - knowledge of the fundamental notions and their application to examples; - interpretation of the results obtained.			

10. SDG labels (Sustainable Development Goals)¹

	Sustainable Development Generic Label							
								
☐	☐	☐	☒	☐	☐	☐	☐	☐
								No label applies
☐	☐	☐	☐	☐	☐	☐	☐	☐

Date of entry:

22.05.2026

Signature of course coordinator

Assoc. Prof. Marius BOTA, PhD

Signature of seminar coordinator

Assoc. Prof. Marius BOTA, PhD

Date of approval in the department:

27.05.2026

Signature of the head of department

Assoc. Prof. Marius BOTA, PhD

¹ Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."