



**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 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. 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           |
| <b>Time allocation for individual study (IS) and self-taught activities (ST)</b>          |    |                       |    |                                   | <b>hours</b> |
| 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 economic data for business management.                                                               |
| PC2                       | Business environment research for substantiation of business decisions.                                                                   |
| 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<br>PC2<br>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<br>Marketing Information System                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Oral presentation, multimedia, exemplification | One lecture |
| Marketing Research Process – Stages<br>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 |
| <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> |                                                |             |
| 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 |

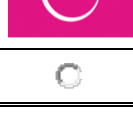
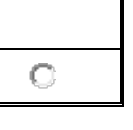
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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------------|
| 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. 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                                                                                                                                                                                                     | <ul style="list-style-type: none"><li>logical, correct and coherent explanation of the acquired concepts</li></ul>                                       | Final exam (exam session)                                                 | 60%                               |
| 9.5. Seminar/ laboratory                                                                                                                                                                                        | <ul style="list-style-type: none"><li>the ability to conduct marketing research</li><li>the ability to analyze and interpret the data obtained</li></ul> | 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: <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> |                                                                                                                                                          |                                                                           |                                   |

## 10. SDG labels (Sustainable Development Goals)<sup>1</sup>

|                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  | 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

<sup>1</sup> 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."