

## SYLLABUS

University year 2022-2023

Year of Study 2 / Semester 1

## 1. Information on academic programme

1.1. University	„1 Decembrie 1918” of Alba Iulia
1.2. Faculty	Faculty of Economic Sciences
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	undergraduate
1.6. Academic programme / Qualification	BUSINESS ADMINISTRATION / 242102 Process improvement specialist, 242104 Responsabil proces, 242110 Specialist in economic performance planning, control and reporting

## 2. Information of Course Matter

2.1. Course	Marketing research			2.2. Code	BA 212		
2.3. Course Leader	Conf.univ.dr. Muntean Andreea						
2.4. Seminar Tutor	Lect.univ.dr. Lazea Ruxandra						
2.5. Academic Year	2	2.6. Semester	1	a) Type of Evaluation (E – final exam/ CE - colloquium examination / CA -continuous assessment)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	O

## 3. Course Structure (Weekly number of hours)

3.1. Weekly number of hours	4	3.2. course	2	3.3. seminar, laboratory	2
3.4. Total number of hours in the curriculum	56	3.5. course	28	3.6. seminar, laboratory	28
Allocation of time:					Hours
Individual study of readers					40
Documentation (library)					17
Home assignments, Essays, Portfolios					10
Tutorials					
Assessment (examinations)					2
Other activities.....					-

3.7 Total number of hours for individual study	69
3.9 Total number of hours per semester	125
3.10 Number of ECTS	5

## 4. Prerequisites (where applicable)

4.1. curriculum-based	Marketing
4.2. competence-based	Proper usage of marketing concepts, methods, techniques and tools

## 5. Requisites (where applicable)

5.1. course-related	<i>Room with projector and board</i>
5.2. seminar/laboratory-based	<i>Room with projector and board</i>

## 6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

Professional competences	<p><i>C1. Proper use of marketing concepts, methods, techniques and tools</i></p> <p><i>C2. Use of basic knowledge for explaining and interpreting various types of concepts, situations, processes, projects, etc. associated with the domain</i></p> <p><i>C4 Foundation and elaboration of the marketing mix</i></p> <p><i>C5. Development of professional projects using principles and methods established in the field</i></p>
Transversal competences	-

## 7. Course objectives (as per the programme specific competences grid)

7.1 General objectives of the course	<i>The objective of the discipline is to provide to the students with the main information related to the marketing research process, the mechanism of conducting a marketing research.</i>
7.2 Specific objectives of the course	<input type="checkbox"/> <i>Facilitating the complex process of organizing a marketing research</i> <input type="checkbox"/> <i>Students' acquisition of aspects related to knowledge and measurement of marketing phenomena,</i> <input type="checkbox"/> <i>Analysis of information obtained from the research process.</i>

## 8. Course contents

<b>8.1 Course</b>	<b>Teaching methods</b>	<b>Remarks</b>
1. Defining the coordinates of marketing research concept Marketing research and its area The emergence and development of marketing research	<b><i>Lecture, conversation, exemplification</i></b>	<b>2 hours – on site</b> Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
2. Managerial perspective on marketing research The role of marketing research in the decision-making process Marketing research providers	<b><i>Lecture, conversation, exemplification</i></b>	<b>2 hours - on site</b> Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
3. The typology of marketing research Exploratory research Conclusive research Qualitative research and quantitative research	<b><i>Lecture, conversation, exemplification</i></b>	<b>2 hours - on site</b> Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
4. Marketing research process - part 1 1. the main phases of the research process 2. preliminary phase of the research: 3. defining the decision problem 4. establishing the purpose, hypotheses and objectives of the research 5. estimating the value of the research.	<b><i>Lecture, conversation, exemplification</i></b>	<b>2 hours - on site</b> Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
5 Marketing research process - part 2 1. the design phase of marketing research: 2. choosing the sources of information	<b><i>Lecture, conversation, exemplification</i></b>	<b>2 hours - on site</b> Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York,

3. selecting the way of collecting and systematizing the information 4. establishing the budget and scheduling the research in time 5. marketing research proposal.		2006
6. Marketing research process - part 3 1. The research phase: 2. Collecting information 3. Processing, analysis and interpretation of information 4. The research report.	<i>Lecture, conversation, exemplification</i>	<b>2 hours - on site</b> Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
7. Measurement in marketing research proecess - part 1 1. types of scales 2. scaling methods: 3. differential semantic 4. Likert scale 5. Stapel's scale	<i>Lecture, conversation, exemplification</i>	<b>2 hours - on site</b> Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
8. Measurement in marketing research proecess - part 2 1 pair comparisons method 2. rank ordering method 3. the scale with constant sum 4. Q- sort 5. FISHBEIN ROSENBERG MODEL	<i>Lecture, conversation, exemplification</i>	<b>2 hours - on site</b> Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
9. Ways of obtaining data in marketing research 1. investigation of secondary sources 2. observation 3. qualitative research	<i>Lecture, conversation, exemplification</i>	<b>2 hours – online</b> Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
10. The survey 1. the peculiarities of the survey 2. types of surveys	<i>Lecture, conversation, exemplification</i>	<b>2 hours - online</b> Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
11. Designing the questionnaire 1. the nature and objectives of the questionnaire 2. the process of designing the questionnaire 3. elaboration of questions	<i>Lecture, conversation, exemplification</i>	<b>2 hours – online</b> Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
12. Determining the sample size and choosing the sampling method 1. sample size - determination methods 2. sampling methods used in marketing research	<i>Lecture, conversation, exemplification</i>	<b>2 hours - online</b> Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
13. Data analysis in marketing research - part 1 1. Univariate analysis of data in marketing research	<i>Lecture, conversation, exemplification</i>	<b>2 hours - onsite</b> Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
14. Data analysis in marketing research - part 2 1. modalities of bivariate analysis. Analysis of the degree of association 2. multivariate analysis techniques.	<i>Lecture, conversation, exemplification</i>	<b>2 hours - onsite</b> Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
<b>Bibliografie</b> 1. Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006 2. <b>Muntean A, Marketing Research – course notes, 2020</b>		
<b>1.2. Seminars-laboratories</b>	<b>Teaching methods</b>	
1. Definitions of marketing research 1.1. the definition of marketing research given by the American Marketing Association 1.2. the definition of marketing research given by Philip Kotler 1.3. the definition of marketing research given by different Romanian specialists.	<i>Lecture, conversation, exemplification, explanation,</i>	<b>2 hours - on site</b> Cătoiu I. (Coord), Cercetări De Marketing, Editura Uranus, București, 2003 Muntean A, Lazea R, Cercetări de marketing-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019 <i>Suport de seminar în format electronic depus la bilbiotecă</i>
2. The role of marketing research 2.1. the necessity of organizing a marketing research - Case study	<i>explanation, case study</i>	<b>2 hours – on site</b> Cătoiu I. (Coord), Cercetări De Marketing, Editura

		Uranus,București, 2003 Muntean A, Lazea R, Cercetări de marketing-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019 <i>Suport de seminar în format electronic depus la bilbiotecă</i>
3. Marketing research providers. Professional associations in the field 3.1. Types of marketing research companies 3.2. examples of marketing research companies in the world and in Romania	<b>Lecture, conversation, exemplification, explanation,</b>	<b>2 hours - on site</b> Cătoiu I. (Coord), Cercetări De Marketing, Editura Uranus,București, 2003 Muntean A, Lazea R, Cercetări de marketing-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019 <i>Suport de seminar în format electronic depus la bilbiotecă</i>
4. The process of marketing research - practical applications, examples - preliminary phase of the research (defining the purpose of the research, elaborating the research objectives, defining the research hypotheses). research design phase: choice of information sources,	<b>Lecture, conversation, exemplification, explanation,</b>	<b>2 hours - on site</b> Cătoiu I. (Coord), Cercetări De Marketing, Editura Uranus,București, 2003 Muntean A, Lazea R, Cercetări de marketing-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019 <i>Suport de seminar în format electronic depus la bilbiotecă</i>
5. The process of marketing research - practical applications, examples - choosing the method of collecting information, conceptual and operational definition of research variables, choosing scales for measuring variables	<b>Lecture, conversation, exemplification, explanation,</b>	<b>2 hours - on site</b> Cătoiu I. (Coord), Cercetări De Marketing, Editura Uranus,București, 2003 Muntean A, Lazea R, Cercetări de marketing-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019 <i>Suport de seminar în format electronic depus la bilbiotecă</i>
6 Measurement in marketing research - practical applications semantic differential Stapel's scale Likert's scale	<b>explanation, case study</b>	<b>2 hours - on site</b> Cătoiu I. (Coord), Cercetări De Marketing, Editura Uranus,București, 2003 Muntean A, Lazea R, Cercetări de marketing-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019 <i>Suport de seminar în format electronic depus la bilbiotecă</i>
7 Measurement in marketing research - practical applications the method of rank ordering Likert's scale	<b>explanation, case study</b>	<b>2 hours - on site</b> Cătoiu I. (Coord), Cercetări De Marketing, Editura Uranus,București, 2003 Muntean A, Lazea R, Cercetări de marketing-note de curs, Seria Didactica A Univeristății 1

		Decembrie 1918 Alba Iulia, 2019 <i>Suport de seminar în format electronic de pe la bibliotecă</i>
8. Measurement in marketing research - practical applications pair comparisons method Q- lucky The Fishbein Rosenberg model	<i>explanation, case study</i>	<b>2 hours - on site</b> Cătoi I. (Coord), Cercetări De Marketing, Editura Uranus, București, 2003 Muntean A, Lazea R, Cercetări de marketing-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019 <i>Suport de seminar în format electronic de pe la bibliotecă</i>
9 Designing the questionnaire types of questions rules that need to be followed in the process of developing the questionnaires	<i>Lecture, conversation, exemplification, explanation,</i>	<b>2 hours - online</b> Cătoi I. (Coord), Cercetări De Marketing, Editura Uranus, București, 2003 Muntean A, Lazea R, Cercetări de marketing-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019 <i>Suport de seminar în format electronic de pe la bibliotecă</i>
<b>10 Designing the questionnaire asking questions order of questions</b>	<i>Lecture, conversation, exemplification, explanation,</i>	<b>2 hours - online</b> Cătoi I. (Coord), Cercetări De Marketing, Editura Uranus, București, 2003 Muntean A, Lazea R, Cercetări de marketing-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019 <i>Suport de seminar în format electronic de pe la bibliotecă</i>
<b>11. elaboration of the questionnaire necessary to gather information in a certain marketing research - part 1</b>	<i>explanation, case study</i>	<b>2 hours - online</b> Cătoi I. (Coord), Cercetări De Marketing, Editura Uranus, București, 2003 Muntean A, Lazea R, Cercetări de marketing-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019 <i>Suport de seminar în format electronic de pe la bibliotecă</i>
<b>11. elaboration of the questionnaire necessary to gather information in a certain marketing research - part 2</b>	<i>explanation, case study</i>	<b>2 hours - online</b> Cătoi I. (Coord), Cercetări De Marketing, Editura Uranus, București, 2003 Muntean A, Lazea R, Cercetări de marketing-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019 <i>Suport de seminar în format electronic de pe la bibliotecă</i>
<b>12 Determining the size of a sample</b>	<i>explanation, case study</i>	<b>2 hours - onsite</b>

		Cătoiu I. (Coord), Cercetări De Marketing, Editura Uranus, București, 2003 Muntean A, Lazea R, Cercetări de marketing-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019 <i>Support de seminar în format electronic depus la bibliotecă</i>
13 Analysis of information obtained in marketing research -	<i>explanation, case study</i>	<b>2 hours - onsite</b> Cătoiu I. (Coord), Cercetări De Marketing, Editura Uranus, București, 2003 Muntean A, Lazea R, Cercetări de marketing-note de curs, Seria Didactica A Univeristății 1 Decembrie 1918 Alba Iulia, 2019 <i>Support de seminar în format electronic depus la bibliotecă</i>
14. Presentation of the semester project	<i>Project presentation</i>	
<b>Bibliografie</b> 1. Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006 2. Muntean A, Lazea R, Marketing Research - course notes, 2020		

**1. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme**

*According to the requirements imposed by the labor market, the course will offer the students the possibilities and aptitudes necessary to carry out an analysis and interpretation of the results obtained after completing a marketing research;*

**2. Assessment**

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>Final evaluation</i>	<i>Written paper</i>	70%
	-	-	-
10.5 Seminar/laboratory	<i>Continuous assessment</i>	<i>project</i>	30%
	-		-
10.6 Minimum performance standard:			
- obtaining the minimum grade 5 (five) - attendance at least 80% of all seminars - minimum 60% attendance at the courses - realization of the semester project according to the requirements			

Submission date

21.09.2022

Course leader signature

Conf.univ.dr Muntean Andreea

Seminar tutor signature

Lect.univ.dr. Lazea Ruxandra

Date of approval by Department members

21.09.2022

Departmental head signature

Conf.univ.dr. Maican Silvia