



## SYLLABUS

### Academic year 2023-2024

#### 1. Information regarding the programme

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

#### 2. Information regarding the course

2.1. Name of the course	<b>MARKETING RESEARCH</b>						
2.2. Code	ILE0016						
2.3. Course coordinator	Assoc. professor, dr. Marius BOTA						
2.4. Seminar coordinator	Assist. drd. Ionuț CAZAN						
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)

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. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> <li>description of economic paradigms, concepts and theories regarding the influence of the external environment on the enterprise/organization (C1.1)</li> <li>quantitative and qualitative explanation and interpretation of information extracted from databases (C5.2)</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork (CT2)</li> </ul>

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

7.1. General objective of the course	<ul style="list-style-type: none"> <li>The objective of this course is to introduce students discussions concerning issues of marketing research</li> </ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>Conduct different types of research for companies</li> <li>Fundament marketing decisions on the conducted studies</li> </ul>

## 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, exemplification	1 lecture



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"> <li>1. Cosma S., <i>Cercetări de marketing</i>, Editura Presa Universitară Clujeană, Cluj-Napoca, 2008. (Faculty of Business Library)</li> <li>2. Daniel Nunan, David F. Birks and Naresh K Malhotra, <i>Marketing Research Applied Insight, 6th Edition</i>, Pearson Education Limited, 2020 ISBN: 9781292308722</li> <li>3. Naresh K Malhotra, <i>Marketing Research: An Applied Orientation, 7th edition, Global Edition</i>, Pearson, 2019, ISBN: 9781292265636</li> <li>4. Demetrescu, M.C., <i>Metode de analiză în marketing</i>, Editura Teora, București, 2000. (Faculty of Business Library)</li> <li>5. Kotler, Ph., <i>Managementul marketingului</i>, ediția a 3-a, Editura Teora, București, 2002. (Faculty of Business Library)</li> <li>6. Kotler, Ph., Saunders, J., Armstrong, G., Wong, Y., <i>Principiile marketingului</i> Editura Teora, București, 1998. (Faculty of Business Library)</li> <li>7. Malhotra, N.K., <i>Basic Marketing Research – Applications to Contemporary Issues</i>, Prentice-Hall International, New Jersey, 2002. (Faculty of Business Library)</li> <li>8. Paina, N., Pop, M.D., <i>Cercetări de marketing</i>, Editura Presa Universitară Clujeană, Cluj-Napoca, 1997. (Business Department)</li> </ol>	

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
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"> <li>1. Cosma S., <i>Cercetări de marketing</i>, Editura Presa Universitară Clujeană, Cluj-Napoca, 2008. (Faculty of Business Library)</li> <li>2. Daniel Nunan, David F. Birks and Naresh K Malhotra, <i>Marketing Research Applied Insight, 6th Edition</i>, Pearson Education Limited, 2020 ISBN: 9781292308722</li> <li>3. Naresh K Malhotra, <i>Marketing Research: An Applied Orientation, 7th edition, Global Edition</i>, Pearson, 2019, ISBN: 9781292265636</li> </ol>	

**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**

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"> <li>• Logical application of the learned concepts</li> <li>• Explain the results logically and correctly</li> </ul>	Final exam	60%
10.5 Seminar	<ul style="list-style-type: none"> <li>• Ability to analyze and conduct a marketing research</li> </ul>	Project 1 (team) Secondary research	20%



		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"><li>Analyze the marketing research process</li></ul>			

**Date**

**Course coordinator**

**Seminar coordinator**

Assoc. professor, dr. Marius  
BOTA

Assist., drd. Ionuț CAZAN

**29.09.2023**

**Date of approval**

**Head of department**

Assoc. professor, dr. Marius BOTA

**11.10.2023**