

SYLLABUS for course: **MARKETING RESEARCH**

Based data to the course			
Academic unit:	FACULTY OF ECONOMICS		
Title of course:	MARKETING RESEARCH		
Level:	BACHELOR		
Statusi lëndës:	OBLIGATORY		
Year of study:	FIRST		
Number of hours per week:	2+1		
Value in credit – ECTS:	4		
Time / location:	FACULTY OF ECONOMICS		
Instructor of subject:	PROF. RAMIZ LIVOREKA		
Contact details:	ramiz.livoreka@uni-pr.edu		
Course description:			
	Course provide with fundamental knowledge of Marketing Research specifically, but and as a part of scientific research in overall. Thus student will learn importance of information, and procedures through which we get information, that's mean marketing research process, and it role in decision making process as a main part of managerial decision in market economy.		
Course objectives:			
	Course aim is to give to student's knowledge for understanding of Marketing Research as part of Marketing science.		
Expected outcomes:			
	<p>By the end of the course student will be able:</p> <ol style="list-style-type: none"> 1. To know importance of Marketing Research for decision of Marketing management, 2. To describe Marketing Research Process and understand when one process is good preparing, 3. To assess the sources of data and used methods to collect them, 4. To describe phases of research process and to evaluate which instrument for data collecting is more appropriate to use for types of research. 5. To know importance and understand methodology for design survey as important instrument for collecting primary data, etc. 		
Students contribution during the semester			
Activity	Hour	Day/week	Sum
Lectures	2	12	24
Citation/laboratory hours	1	13	13
Practical work	-	-	-
Contact with instructor/consultation	-	-	-
Terrain work	-	-	-
Midterm exam	1	3	3

Homework	1,5	12	18																						
Time required to study for the student (in library or at home)	3	14	42																						
Final preparation for exam	-	-	-																						
Time spent in evaluation (tests, quiz, final exam)	-	-	-																						
Projects, presentations, etc.	-	-	-																						
Total			100																						
Forms of teaching and gaining:	Lectures with using Power Point and examples with discussion, citations with discussion in class room, office consultations and homework.																								
Methods of evaluation and criteria of passing exam:	<p>Evaluation will be based on success achieved in written exam who will be split in three exam tests with total score of 95% and attendance and activity in citations hours with 5% (based on University Senate decision).</p> <table style="margin-left: 40px;"> <tr> <td>1. Attendance</td> <td>5 %</td> </tr> <tr> <td>2. First test</td> <td>30 %</td> </tr> <tr> <td>3. Second test</td> <td>35 %</td> </tr> <tr> <td>4. Third test</td> <td>30 %</td> </tr> <tr> <td>5. Total</td> <td>100 %</td> </tr> </table> <p>Scores</p> <table style="margin-left: 40px;"> <tr> <td>10 (ten)</td> <td>91-100 %</td> </tr> <tr> <td>9 (nine)</td> <td>81-90 %</td> </tr> <tr> <td>8 (eight)</td> <td>71-80 %</td> </tr> <tr> <td>7 (seven)</td> <td>61-70 %</td> </tr> <tr> <td>6 (six)</td> <td>51-60 %</td> </tr> <tr> <td>5 (five)</td> <td>0-50 %.</td> </tr> </table>			1. Attendance	5 %	2. First test	30 %	3. Second test	35 %	4. Third test	30 %	5. Total	100 %	10 (ten)	91-100 %	9 (nine)	81-90 %	8 (eight)	71-80 %	7 (seven)	61-70 %	6 (six)	51-60 %	5 (five)	0-50 %.
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Literature																									
Base literature:	<p>1. Ramiz Livoreka, Marketing Research. Dinograf, Ferizaj, 2011, or in e-form with changes and supplements.</p> <p>2. Case study from Kosova enterprises, edited by Colleague “Riinvest”, “From theory to practice”. Reviewed by Prof. Muhamet Mustafa. Part I-st: Business, management and marketing, titles: 3, 4, 6, 8, 10, 11, 17 and 19. Book is available in library of Faculty of Economics.</p>																								
Wide literature:	<p>1. McDaniel & Gates, Marketing Research Essentials. 8 edition, 2013, (Amazon.com);</p> <p>2. Alan M. Wilson, Marketing Research: An Integrated Approach. Financial Times/Prentice Hall, 2012, etj.</p>																								

Other	<p>1. e-marketingresearch different web sites;</p> <p>2. TV – emisiones, such as TV “Eksplorers science” and “Eksplorers nature”, or other emissions who are conected with research.</p>
Plan of teaching dynamic:	
Week	Lecturing will be developed in progress
Week first:	Introducing and delivering the syllabus and Introduction to Marketing Research. (Ch. 1).
Week second:	SIM and Marketing Research. (Ch. 2).
Week three:	Process of Marketing Research. (Ch. 4).
Week four:	Types of Research (Ch. 5)
Week five:	First test.
Week six:	Sources of data.
Week seven:	Quality research.
Week eight:	Quantity research.
Week nine:	Instruments for data collecting.
Week ten:	Second test
Week eleven:	Mostra/Zgjedhja.
Week twelve:	Mbledhja dhe përpunimi i të dhënave.
Week thirteen:	Analiza e të dhënave.
Week fourteen:	Raporti i Kërkim marketingut.
Week fifteen:	Third test
Academic Politics and behavior regulation:	
Behavior politics conform to UP Statute.	

University of Prishtina Statute

Article 155

Students who are enrolled in university have the right:

1. To participate in all lectures, seminars and lections' who are organized in courses of elective programs elected as it planned in study.

Article 156

Students who are enrolled in the university they are obliged:

1. To respect regulations issued by university;
2. To respect the rights of staff and to students;
3. To show appropriate dedication in studying and to participate in academic activities;
4. To attend lectures conform regulations of study in specific program;
5. To have good behavior in university areas, also and outside them no to discredit university.