

SYLLABUS for course: **APPLAYING MODELS IN MARKET RESEARCH**
(Master)

Based data to the course			
Academic unit:	FACULTY OF ECONOMICS		
Title of course:	APPLAYING MODELS IN MARKET RESEARCH		
Level:	MASTER		
Statue of course:	OBLIGATORY		
Year of study:	FIRST		
Number of hours per week:	2+0		
Value in credit – ECTS:	8		
Time / location:	FACULTY OF ECONOMICS		
Instructor of subject:	PROF. RAMIZ LIVOREKA		
Contact details:	ramiz.livoreka@uni-pr.edu		
Course description:	Course provide theoretical and practice knowledge about applying models in market research for firms, because the firms need for market information's and importance of that information's is curtail in marketing decision making. Thus course offer knowledge of procedures and methods which students must know in market research process, starting from understanding, research plan, models of research and application of market research till formulation of research report.		
Course objectives:	Course aim is to give to the student's beside the theoretical knowledge and practice experience of market research.		
Expected outcomes:	By the end of the course student will be able: <ol style="list-style-type: none"> 1. To know importance of Market research in marketing decision making, 2. To define market research process and know its content, 3. To understand and differentiate different types of research methods which can be used for collecting different data, 4. To know sample and its importance in market research process, 5. To know and use market research to segment market, improve position of the brand, improve consumer satisfaction and loyalty, achieving optimal price, etc. 		
Students contribution during the semester			
Activity	Hour	Day/week	Sum
Lectures	3	13	39
Citation/laboratory hours	-	-	-
Practical work	2	13	26
Contact with	-	-	-

instructor/consultation																							
Terrain work	-	-	-																				
Midterm exam	3	2	6																				
Homework	-	-	-																				
Time required to study for the student (in library or at home)	5	13	65																				
Final preparation for exam	-	-	-																				
Time spent in evaluation (tests, quiz, final exam)	15	2	30																				
Projects, presentations, seminar work, etc.	35	1	35																				
Total			201																				
Forms of teaching and gaining:	Lectures with discussion in class room, office consultations and seminar work.																						
Methods of evaluation and criteria of passing exam:	<p>Evaluation will be based on success achieved in written exam who will be split in two exam tests with total score of 80% and seminar work 20 %.</p> <table> <tr> <td>1. First test</td> <td>40 %</td> </tr> <tr> <td>2. Second test</td> <td>40 %</td> </tr> <tr> <td>3.Seminar</td> <td>20 %</td> </tr> <tr> <td>4. Total</td> <td>100 %</td> </tr> </table> <p>Scores</p> <table> <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. First test	40 %	2. Second test	40 %	3.Seminar	20 %	4. 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:	1. Paul Hague, Matthew Harrison, Julia Cupman & Oliver Truman, Market Research in Practice. Third edition, 2016; Kogan Page.																						
Further literature:	1. Philip Kotler, Kotler on Marketing – how to create, win and dominate markets. 2014 (Amazon.com): 2. Alvin C. Burns & Ronald F. Bush, Marketing Research. 6 edition, 2009, 7 edition, 2014, Kap. XV-XIX (Amazon.com). dhe 3. Anne E. Beall, Strategic Market Research. Second edition, 2014; (Amazon.com), etc.																						
Plan of teaching dynamic:																							

Week	Lecturing will be developed in progress
Week first:	Introduction and delivery Syllabus.
Week second:	Introduction to Market Research; (Ch. 1).
Week three:	Desining Market Research; (Ch. 2).
Week four:	Uses of market research & Qualitative research; (Ch. 3 & 4).
Week five:	Desk research; (Ch. 5).
Week six:	Quantitative reserch & Sampling. (Ch. 9 & 10).
Week seven:	First test.
Week eight:	Using market research to segment markets; (Ch. 17).
Week nine:	Using market research to improve a brand position; (Ch. 18).
Week ten:	Using market research to improve customer satisfaction and loyalty; (Ch. 19).
Week eleven:	Using market research to achieve optimum pricing; (Ch. 20).
Week twelve:	Using market research to enter a new market; (Ch. 21).
Week thirteen:	Using market research to test advertising effectiveness & using market research to launch new product.; (Ch. 22 & 23).
Week fourteen:	Reporting; (Ch. 24).
Week fifteen:	Second test.

Academic Politics and behavior regulation:

Behavior politics conform to UP Statute.

University of Prishitna 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.