

Course program

Course title: Methods of Market Analysis	Neptun code: GTMSK415A
	Course type: Elective
Name and position of course coordinator: Dr. László Molnár, assistant professor	
Name(s) and position(s) of teaching assistant(s): -	
Suggested semester: 4S	Prerequisite course(s): -
Weekly lecture+seminar hours: 2+0/week	Evaluation method: three-scale exam
Credits: 3	Study format: full time and part time
<p>Course objectives: The task and objective of course 'Methods of Market Analysis' is to deepen the students' professional knowledge in the field of market analysis and market research and improve their methodological skills as well. The students have to use this acquired theoretical and practical knowledge in their field of research in order to improve their empirical research skills. After completion of the course students will be able prepare research plans and carry out empirical researches in order to answer research problems of marketing discipline.</p>	
<p>Course content and structure: Introduction to market analysis, market research and marketing research, basic definitions Defining the research problem and the research objectives Planning market analyses, market researches and marketing researches, the significance of research design Setting up research questions and hypotheses Basics of model creation, types of models (process, structural, hybrid) Operationalization variables, marketing scales Developing a sample plan, design the sample plan Dealing with field work and data quality issues Confirmation of hypotheses: how can we confirm or disprove hypotheses? Testing methods of hypothetical models Interpret research results Case study I.: marketing research problem solving in consumer markets Case study II.: marketing research problem solving in business markets</p>	
<p>Evaluation method:</p> <p>Course assignments: Mid-semester, individual student work: choosing a branch or a (consumer or business) market in connection with own field of research; analyzing it; planning a research (secondary, qualitative, quantitative) and carrying out a pilot research - written report (max. 25 points): submission deadline: 3 weeks before the end of semester - presentation (max. 25 points): in the last 3 weeks of the semester</p> <p>Course point distribution, examination format: Mid-semester performance (max. 50 points) Point limits: 0-25 points: fail, 26-31 points: pass, 32-37 points: satisfactory, 38-43 points: good, 44-50 points: excellent</p>	

Required reading:

Lilien – Rangaswamy: Marketing engineering, Trafford, 2004 (given parts)

Bruner II: Marketing Scales Handbook, GCBII Productions, 2013

Suggested reading:

Burns – Bush: Marketing Research, Pearson, 2010

Janssens – Wijnen – De Pelsmacker – Van Kenhove: Marketing Research with SPSS, Prentice Hall, 2008

Arbuckle: IBM SPSS Amos 21 User's Guide, IBM, 2012 (given parts)