

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230503	SEMESTER	5th (dir. Marketing)
TITLE	MARKETING RESEARCH		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
Practice Exercises			
COURSE TYPE	Scientific Area		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>The students of the OMMT department with the direction of Marketing after the successful attendance of the course:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: recognize the content and describe the research methodology related to the action of companies in the market relatively independent part of the overall information system of a company. Also, they can identify and explain the importance and role of marketing research in marketing management decision-making. 2. UNDERSTANDING: examine and reproduce all methods of collecting secondary and primary data. They apply all sampling methods. 3. APPLICATION: examine comprehensive research programs, classifying all marketing knowledge acquired within the curriculum by the semester 4. ANALYSIS: design complex simulation scenarios of various marketing problems in the field of business so that they can combine and develop marketing research. 5. COMPOSITION: synthesize and explain the results of marketing research to suggest solutions to marketing decision-making problems and/or further research. 6. EVALUATION: apply their knowledge and evaluate case studies, measuring and judging the use of specific tools.
General Skills
<ol style="list-style-type: none"> 1) Search, analysis, and synthesis of data and information, using the necessary technologies 2) Teamwork

- 3) Production of new research ideas
- 4) Design of research programs
- 5) Demonstration of social, professional, and moral responsibility
- 6) Exercise criticism and self-criticism
- 7) Promotion of free, creative, and inductive thinking

3. COURSE CONTENT

- 1) The role and purpose of M.R., its relationship with the concept of marketing and Marketing Management.
- 2) Decision making and M.R., Business and information. Marketing Information System (MIS).
- 3) Principles and organization of M.R.
- 4) Preliminary phase of research programs.
- 5) Research objectives
- 6) Analysis of the stages of conducting research programs. Methodology.
- 7) Secondary data research and bibliography review. Methods - Techniques - Reference System.
- 8) Collection of primary data. Survey (personal interview, telephone, postal, electronic), Observation, Experimental Research.
- 9) Sample (size, methods).
- 10) Design of tools for collecting primary data (questionnaires)
- 11) Measurement of variables. Reliability-Validity
- 12) Data processing, data analysis, discussion, drawing conclusions, proposals, report writing, presentation.
- 13) Special issues of M.R (Expenditure, Ethics)

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	In class	
ICT USE	Use of ICT in teaching and communication with students.	
TEACHING ORGANIZATION	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures.	39
	Classroom marketing research exercises.	26
	Teamwork for the development of a comprehensive marketing research program.	85
	TOTAL	150
ASSESSMENT	THEORY I. Multiple choice II. Open-ended questions III. Exercises	

	<p>PRACTICE EXERCISES</p> <p>IV. Elaboration of partial marketing research within the laboratory</p> <p>V. Elaboration of a group work of an integrated research program.</p> <p>By appointment or during student collaboration hours, students can see their mistakes in written exams. The works are returned corrected with remarks for improvement.</p>
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5. REFERENCES

-Suggested bibliography:

- Tilikidou, E. (2010). Marketing Research. "Sofia" Publications.
- Tilikidou, E. and Delistavrou, A. (2018). Marketing Research Laboratory Notes. ATEITH Publications
- Chisnall, P.M. (1992). Marketing Research, 4th edition, London, McGraw-Hill, Inc.
- Tull, D.S., and Hawkins, D.I. (1993). Marketing Research 6th edition, New York, McMillan.
- Churchill, G.A., Jr. (1995). Marketing Research 6th edition, New York, McMillan
- Zikmund, W.G. (2000) Exploring Marketing Research. Orlando, The Dryden Press.

- **-Related scientific journals:**
- Journal of Marketing Research
- Journal of Consumer Research