

SYLLABUS
Academic year 2024-2025
Year of Study II / Semester I

1. Information on academic program

1.1. University	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	Bachelor
1.6. Academic program / Qualification/ ESCO Code	Business Administration / 242102 Process improvement specialist, 242104 Process manager, 242110 Specialist in planning, control, and reporting of economic performance; ESCO Code 2421 - Management and Organisation Analysts

2. Information of Course Matter

2.1. Course	Marketing research		2.2. Code	BA 212			
2.3. Course Leader	Professor PhD. Muntean Andreea						
2.4. Seminar Tutor	PhD Student Beldean Ionela						
2.5. Academic Year	II	2.6. Semester	I	2.7. Type of Evaluation (E – final exam / CE - colloquium examination / CA -continuous assessment)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C

3. Course Structure (Weekly number of hours)

3.1. Weekly number of hours	4	3.2. course	2	3.3. seminar, laboratory	2
3.4. Total number of hours in the curriculum	56	3.5. course	28	3.6. seminar, laboratory	28
Allocation of time:					Hours
a	Individual study of readers				25
b	Documentation (library)				20
c	Home assignments, Essays, Portfolios				22
d	Tutorials				
e	Assessment (examinations)				2
f	Other academic activities (study visits, mentoring, projects)				-

3.7 Total number of hours for individual study (a+b+c)	67
3.8 Total number of hours for academic activities (d+e+f+3.4)	58
3.9 Total number of hours per semester (3.7+3.8)	125
3.10 Number of ECTS	5

4. Prerequisites (where applicable)

4.1. curriculum-based	Marketing
4.2. competence-based	Proper usage of marketing concepts, methods, techniques and tools

5. Requisites (where applicable)

5.1. course-related	Room with projector and board
5.2. seminar/laboratory-based	Room with projector and board

6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

Competences/Study results	<p>C1. Knowledge, understanding of the basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication.</p> <p>C2. Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated with the field.</p> <p>C4. Appropriate use of standard evaluation criteria and methods, in order to assess the quality, merits and limits of processes, programs, projects, concepts, methods and theories</p>
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	C5. Developing professional projects with the use of established principles and methods in the field
Transversal competences	-

7. Course objectives (as per the programme specific competences grid)

7.1 General objectives of the course	<i>The objective of the discipline consists in providing students with the main theoretical and practical knowledge related to the methodology of organizing the process of a marketing research and the use of the collected information for the purpose of making marketing decisions.</i>
7.2 Specific objectives of the course	<ul style="list-style-type: none"> ✓ <i>Identifying the decision problem and establishing the purpose of marketing research</i> ✓ <i>Establishing the purpose, objectives and hypotheses of a marketing research</i> ✓ <i>Design of marketing research methodology</i> ✓ <i>Analysis and interpretation of data collected from marketing research</i>

8. Course contents

8.1 Course	Teaching methods	Remarks
1. Defining the coordinates of marketing research concept Marketing research and its area The emergence and development of marketing research area	<i>Lecture, conversation, exemplification</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
2. Managerial perspective on marketing research The role of marketing research in the decision-making process Marketing research providers	<i>Lecture, conversation, exemplification</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
3. The typology of marketing research Exploratory research Conclusive research Qualitative research and quantitative research	<i>Lecture, conversation, exemplification</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
4. Marketing research process - part 1 1. the main phases of the research process 2. preliminary phase of the research: 3. defining the decision problem 4. establishing the purpose, hypotheses and objectives of the research 5. estimating the value of the research.	<i>Lecture, conversation, exemplification</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
5 Marketing research process - part 2 1. the design phase of marketing research: 2. choosing the sources of information 3. selecting the way of collecting and systematizing the information 4. establishing the budget and scheduling the research in time 5. marketing research proposal.	<i>Lecture, conversation, exemplification</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
6. Marketing research process - part 3 1. The research phase: 2. Collecting information 3. Processing, analysis and interpretation of information 4. The research report.	<i>Lecture, conversation, exemplification</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
7. Measurement in marketing research process - part 1 1. types of scales 2. scaling methods: 3. differential semantic 4. Likert scale 5. Stapel's scale	<i>Lecture, conversation, exemplification</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
8. Measurement in marketing research process - part 2	<i>Lecture, conversation,</i>	2 hours

<ul style="list-style-type: none"> 1. pair comparisons method 2. rank ordering method 3. the scale with constant sum 4. Q- sort 5. FISHBEIN ROSENBERG MODEL 	<i>exemplification</i>	Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
9. Ways of obtaining data in marketing research <ul style="list-style-type: none"> 1. investigation of secondary sources 2. observation 3. qualitative research 	<i>Lecture, conversation, exemplification</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
10. The survey <ul style="list-style-type: none"> 1. the peculiarities of the survey 2. types of surveys 	<i>Lecture, conversation, exemplification</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
11. Designing the questionnaire <ul style="list-style-type: none"> 1. the nature and objectives of the questionnaire 2. the process of designing the questionnaire 3. elaboration of questions 	<i>Lecture, conversation, exemplification</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
12. Determining the sample size and choosing the sampling method <ul style="list-style-type: none"> 1. sample size - determination methods 2. sampling methods used in marketing research 	<i>Lecture, conversation, exemplification</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
13. Data analysis in marketing research - part 1 <ul style="list-style-type: none"> 1. Univariate analysis of data in marketing research 	<i>Lecture, conversation, exemplification</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
14. Data analysis in marketing research - part 2 <ul style="list-style-type: none"> 1. modalities of bivariate analysis. Analysis of the degree of association 2. multivariate analysis techniques. 	<i>Lecture, conversation, exemplification</i>	2 hours - Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
Bibliography <ul style="list-style-type: none"> 1. Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006 2. Muntean A, Marketing Research – course notes, 2020 		
8.2.Seminar	Teaching methods	Remarks
<ul style="list-style-type: none"> 1. Definitions of marketing research <ul style="list-style-type: none"> 1.1. the definition of marketing research given by the American Marketing Association 1.2. the definition of marketing research given by Philip Kotler 1.3. the definition of marketing research given by different Romanian specialists. 	<i>Lecture, conversation, exemplification, explanation,</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
<ul style="list-style-type: none"> 2. The role of marketing research <ul style="list-style-type: none"> 2.1. the necessity of organizing a marketing research - Case study 	<i>explanation, case study</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
<ul style="list-style-type: none"> 3. Marketing research providers. Professional associations in the field <ul style="list-style-type: none"> 3.1. Types of marketing research companies 3.2. examples of marketing research companies in the world and in Romania 	<i>Lecture, conversation, exemplification, explanation,</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006
<ul style="list-style-type: none"> 4. The process of marketing research - practical applications, examples - preliminary phase of the research (defining the purpose of 	<i>Lecture, conversation, exemplification, explanation,</i>	2 hours Burns, A.C., Bush, R., Marketing Research,

the research, elaborating the research objectives, defining the research hypotheses). research design phase: choice of information sources,		Prentince Hall, New York, 2006
5. The process of marketing research - practical applications, examples - choosing the method of collecting information, conceptual and operational definition of research variables, choosing scales for measuring variables	<i>Lecture, conversation, exemplification, explanation,</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
6 Measurement in marketing research - practical applications semantic differential Stapel's scale Likert's scale	<i>explanation, case study</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
7 Measurement in marketing research - practical applications the method of rank ordering Likert's scale	<i>explanation, case study</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
8. Measurement in marketing research - practical applications pair comparisons method Q- lucky The Fishbein Rosenberg model	<i>explanation, case study</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
9 Designing the questionnaire types of questions rules that need to be followed in the process of developing the questionnaires	<i>Lecture, conversation, exemplification, explanation,</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
10 Designing the questionnaire asking questions order of questions	<i>Lecture, conversation, exemplification, explanation,</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006 <i>electronic depeus la bilbiotecă</i>
11. Elaboration of the questionnaire necessary to gather information in a certain marketing research - part 1	<i>explanation, case study</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
11. elaboration of the questionnaire necessary to gather information in a certain marketing research - part 2	<i>explanation, case study</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
12 Determining the size of a sample	<i>explanation, case study</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
13 Analysis of information obtained in marketing research -	<i>explanation, case study</i>	2 hours Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006
14. Presentation of the semester project	<i>Project presentation</i>	
Bibliography		
<ol style="list-style-type: none"> Burns, A.C., Bush, R., Marketing Research, Prentince Hall, New York, 2006 Muntean A, Lazea R, Marketing Research - course notes, 2020 		

9. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme

According to the requirements imposed by the labor market, the course will provide students with the knowledge and skills necessary to develop the methodology of a marketing research, to perform the analysis and interpretation of the data obtained as a result of a marketing research. Also, the skills acquired following the completion of the course and the seminar will facilitate students' access to the labor market and higher education.

10. Assessment

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>Final evaluation</i>	<i>Written paper</i>	70%
	-	-	-
10.5 Seminar/laboratory	<i>Continuous assessment</i>	<i>project</i>	30%
	-	-	-

10.6 Minimum performance standard:

Minimum performance standard:

Passing the exam requires obtaining a minimum grade of 5 (five) in the final exam, to which the points corresponding to the other previously scored activities will be added.

- carrying out the semester project according to the requirements and presenting it

Fill in date
16.09.2024

Course leader signature
Professor PhD. Muntean Andreea

Seminar tutor signature
PhD Student Beldean Ionela

Approval date in department
16.09.2024

Department director's signature,
Assoc. Prof. PhD. Maican Silvia