SYLLABUS

1. Information on academic programme

1.1. University	**"1 Decembrie 1918"**
1.2. Faculty	**Faculty of Science**
1.3. Departament	**Economic Science and Business Administration**
1.4. Field of study	**Business Administration**
1.5. Cycle of Study	undergraduate
1.6. Academic programme / Qualification	**Business Administration**

2. Information of Course Matter

2.1. **Course**		**Marketing Research**		2.2. **Code**		**BA213**	
2.3. **Course Leader**		Muntean Andreea					
2.4. **Seminar Tutor**		Lazea Ruxandra					
2.5. **Academic Year**	**II**	2.6. **Semester**	**I**	2.7. **Type of Evaluation (E – final exam/C-examination /VP)**	**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** (*2 hours – course + 1 hour – seminar) of the education plan*	3.2. course	**2**	3.3. seminar, laboratory	**1**
3.4. Total number of hours in the curriculum	**42** (14*4) Number of weeks x no. of hours from 3.1.	3.5. course	**28** (14x2) No. of weeks x no. of hours from 3.3.	3.6. seminar, laboratory	**14** (14x1) No. of weeks x no. of hours from 3.3.

Allocation of time	hours
Individual study of readers	**40**
Documentation (library)	**27**
Home assignments, Essays, Portfolios	**37**
Tutorials	**-**
Assessment (examinations)	**2**
Other activities…….	**-**

3.7 Total number of hours for individual study	**106 (alloted according to what it is taken into account at time distribution)**
3.8 Total number of hours in the curriculum	**56 (from 3.4.)**
3.9 Total number of hours per semester	**162 (3.7.+3.8.) No. of credits**

	x 27)
3.10 Number of ECTS	**4 (of education plan)**

4.Prerequisites (*where applicable*)

4.1. curriculum-based	Courses from previous semesters: 1. Marketing
4.2. competence-based	The competences stipulated at the above mentioned discipline; eg: *C1. Adequate use of concepts, theories, methods, and instruments in the field of marketing;* *C2. Use of the fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field;* *C5. Drawing up of professional projects involving the use of several methods and principles acknowledged in the field.*

5.Requisites (*where applicable*)

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

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

Professional competences	**C1. Knowledge and understanding of the fundamental concepts, theories and methods in the field and speciality area; adequate use in the professional communication;** **C1.1. Description of the economic paradigms, concepts and theories about the influence of external environment on enterprise/organization** **C2.1. Identification of the concepts and economic theories associated to the enterprise/organization** **C3.1. Identification of the economic implications associated to a unit functioning and administration in enterprise/organization** **C4.1. Identification and description of the concepts of planning, organization, coordination and control in human resource activity** **C5.1. Description of the concepts, theories and methodologies for database administration specific to the field of business administration** **C2. Use of the fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field** **C1.2. Explanation and interpretation of the relation of economic influence of external environment on enterprise/organization** **C2.2. Explanation and interpretation of the relations between the entities of an enterprise/organization** **C3.2. Explanation and interpretation of the social and economic implications associated to a unit functioning and administration in enterprise/organization unit** **C4.2. Explanation and interpretation of the concepts of planning, organization, coordination and control in human resource activity** **C5.2. Quantitative and qualitative explanation and interpretation of the information from databases** **C5. The process of drawing up professional projects with methods and principles acknowledged in the filed** **C1.5. Drawing up of a research project about the influence of external environment on enterprise/organization** **C2.5. Drawing up of an analysis about the relations with economic implications existing between the enterprise/organization units** **C3.5. Drawing up of a study about an enterprise/organization unit functioning and administration** **C4.5. Project substantiation about human resource recruitment, selection, motivation, and payment in the field of business administration** **C5.5. Drawing up of a research project associated to the field of business administration with specific databases**
Transversal competences	-

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

7.1 General objectives of the course	*The aim of course is to provide the students with the main items of information about marketing research, and marketing research*

	mechanism, etc.
7.2 Specific objectives of the course	✓ To facilitate the complex process of marketing research organization ✓ To provide the students with aspects about the knowledge and measurement of marketing phenomena, ✓ To analyse the items of information obtained as result of the research project.

8. Course contents

8.1 Course (learning units)	Teaching methods	Remarks
1. Defining coordinates of marketing research 1.1.marketing research and its area 1.2.marketing research emergence and development	*Lecture, discussions*	
2.The managerial perspective upon marketing research 2.1. the role of marketing research in the decision making process 2.2. marketing research suppliers	*Lecture, discussions*	
3. Marketing research typology 3.1. exploratory research 3.2. conclusive research 3.3. qualitative and quantitative research	*Lecture, discussions*	
4. Marketing research process – part 1 4.1. main stages of the research process 4.2. preliminary stage of research 4.3. defining the decision problem 4.4. research aim, hypotheses and objectives 4.5. research value estimation	*Lecture, discussions*	
5 Marketing research process – part 2 5.1. stage of research design: 5.2. selecting information sources 5.3. selecting modes of information collecting and systematization 5.4. establishing the budget and research programming 5.5. marketing research proposal	*Lecture, discussions*	
6. Marketing research process – part 3 6.1. research stage 6.2. information sampling 6.3. information processing, analysis and interpretation 6.4. the research report	*Lecture, discussions*	
7. Measurement of marketing research phenomena – part 1 7.1. types of scales 7.2. scaling methods 7.3. semantic differential 7.4. Likert scale 7.5. Stapel scale	*Lecture, discussions*	
8. Measurement of marketing research phenomena – part 2 8.2. rank ordering method 8.3. constant sum scale 8.4. Q- sort 8.5. FISHBEIN ROSENBERG MODEL	*Lecture, discussions*	
9. Modes of obtaining data in marketing research 9.1. secondary source investigation 9.2. observation 9.3. qualitative research	*Lecture, discussions*	
10. The poll 10.1. poll characteristics 10.2. types of polls	*Lecture, discussions*	
11. Questionnaire design 11.1.questionnaire type and aims 11.2. questionnaire design process 11.3. making up questions	*Lecture, discussions*	
12. The sampling dimension and sampling method 12.1. sampling dimension - dimensiunea eşantionului – modes of assignation 12.2. sampling methids used in marketing research	*Lecture, discussions*	
13. Data analysis in marketing research – part 1 13.1. univariate data analysis in marketing research	*Lecture, discussions*	

14. Data analysis in marketing research – part 2 14.1. bivariate analysis ; analysis of association degree 14.2. techniques of multi-various analysis	*Lecture, discussions*	

8.2 References

1. BALAURE V. (COORD), MARKETING, URANUS, BUCHAREST, 2003
2. BURNS, A.C., BUSH, R., MARKETING RESEARCH, PRENTINCE HALL, NEW YORK, 2006
3. CĂTOIU I. (COORD), CERCETĂRI DE MARKETING, URANUS, BUCHAREST, 2003
4. CĂTOIU I. (COOD.), METODE ŞI TEHNICI UTILIZATE ÎN CERCETĂRILE DE MARKETING – APLICAŢII, URANUS, BUCHAREST, 1999
5. STREMŢAN F., MOISĂ C., BOLOG A., CERCETĂRI DE MARKETING, SERIES DIDACTICA OF "1 DECEMBRIE 1918" UNIVERSITY OF ALBA IULIA, 2006

Seminars-laboratories

1. **Marketing research definition** 1.1. marketing research definition according to American Marketing Association 1.2. marketing research definition by Philip Kotler 1.3. marketing research definition according to several Romanian specialists		
2. **Role of marketing research** 2.1. the need to organise the marketing research – case study 3**. Marketing research suppliers. Professional association in the field** 3.1. Types of marketing research companies 3.2. examples of marketing research companies in Romania and the world		
3. **Marketing research process – practical applications, examples** preliminary stage of research (research aim, setting up the research objectives, research hypothese definition); research design (selecting the information sources, method of collecting information, conceptual and operational definition for research variables, scale selection for measurement of variables)		
4. Measurement of marketing research phenomena – part 1 semantic differential Likert scale .Stapel scale		
5. **Measurement of marketing research phenomena – practical applications** rank ordering method method of pairwise comparison Q- sort FISHBEIN ROSENBERG MODEL		
6 **Questionnaire design – practical applications** types of questions rules to be followed in questionnaire elaboration making up questions order of questions setting up the questionnaire needed for collecting information for a specific marketing research		
7. **Sampling dimension** practical applications **Information analysis in marketing research – practical applications**		

References

BALAURE V. (COORD), MARKETING, URANUS, BUCHAREST, 2003
BURNS, A.C., BUSH, R., MARKETING RESEARCH, PRENTINCE HALL, NEW YORK, 2006
CĂTOIU I. (COORD), CERCETĂRI DE MARKETING, URANUS, BUCHAREST, 2003
CĂTOIU I. (COOD.), METODE ŞI TEHNICI UTILIZATE ÎN CERCETĂRILE DE MARKETING – APLICAŢII, URANUS, BUCHAREST, 1999
STREMŢAN F., MOISĂ C., BOLOG A., CERCETĂRI DE MARKETING, SERIES DIDACTICA OF "1 DECEMBRIE 1918" UNIVERSITY OF ALBA IULIA, 2006

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

-

10.Assessment

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade

10.4 Course	*Final assessment*	*Written exam*	70%
	-	-	-
10.5 Seminar/laboratory	*Eg.: Verification during the semester*	*- Semestral project*	30%
	-	-	-

10.6 Minimum performance standard:
From the grid of competences in the field: **C1. The adequate use of marketing concepts, methods, techniques and instruments C2, C5**

Submission date   Course leader signature   Seminar tutor signature

Date of approval by Department members   Department director signature

……………..   ………………………………….