

Course title	Market Research & Analysis			
Course code	MRKT405			
Course type	Theoretical, Compulsory Course			
Level	Undergraduate			
Year / Semester	Year 4 Semester 7			
Teacher's name	Dr. Sarris Dimitrios			
ECTS	6	Lectures / week	3	Laboratories / week
Course purpose and objectives	This course provides an introduction to the principles and methodology of market research and analysis. It mainly focuses, on understanding the market research process and its impact on managerial decision-making. Qualitative and quantitative methods are also discussed, along with the interpretation, communication and presentation of results. Students are able to interpret, communicate, and impart research results to management			
Learning outcomes	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> • Be able to define research problems and set research objectives • Explain the choice behaviour framework • Be able to design questionnaires and test them • Develop the proper research method • Discuss stratification and sampling methods • Be able to manage the life cycle of a market research project • Be able to properly analyse and communicate data 			
Prerequisites	STAT107 Introduction to Statistics	Required	None	
	MRKT217 Principles of Marketing			
Course content	<ul style="list-style-type: none"> • Introducing market and social research • Defining the research problem: Exploration, Descriptive Research, Causal Research • Managing a research project: Selection of Team, Focus Groups • Getting data: Secondary, qualitative, quantitative research • Defining Model Choice Behavior • Designing questionnaires: Types, Quantity, Response Time • Sampling: Population, Sampling Frame, Sampling Strategy, Sampling Error • Analyzing qualitative & quantitative data • Communicating & reviewing the findings 			
Teaching methodology	<p>The course content will be taught using:</p> <ul style="list-style-type: none"> • Power Point presentations • Guided discussions with the active participation of students • Examples and case studies that relate to the content of the course 			

	<ul style="list-style-type: none"> • Question and answer section • Use of internet and related IT infrastructure • Use of video projector and whiteboard • Assignment
Bibliography	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Πετράκης, Μιχάλης(2011), Έρευνα Marketing : Η Ερευνητική Μεθοδολογία, 3^η Έκδοση, Σταμούλης, ISBN: 9789603518754. • Τηλικίδου, Ειρήνη(2004), Η Έρευνα του Μάρκετινγκ : Θεωρητικές προσεγγίσεις και εφαρμογές. Ελληνικά Γράμματα Α.Ε., ISBN: 960-406-954-3 <p>English Bibliography</p> <ul style="list-style-type: none"> • Bourke, J Kirby, A. Doran, J.(2016), SURVEY & QUESTIONNAIRE DESIGN : Collecting Primary Data to Answer Research Questions. Ireland: NuBooks, ISBN 9781846211874 EBSCOhost • Phillips, Patricia Pulliam; Aaron, Bruce C.; Phillips, Jack J. (2013) Survey Basics. Alexandria, Va: American Society for Training & Development, ISBN 9781562868093 EBSCOhost • Cole, Megan; Long, Lori(2016), Surveys From Start to Finish. Alexandria, Va: Association For Talent Development, v. Revised 2016 edition ISBN 9781562869311. EBSCOhost • Hill, Nigel, Brierley, John.(2003), How to measure customer satisfaction. Gower, ISBN: 0-566-08595-X. • Beall, Anne(2014), Strategic market research : A guide to conducting research that drives businesses. iUniverse LLC, ISBN: 9781936236169
Assessment	<ul style="list-style-type: none"> • Attendance and Class Participation: 10% • Assignment¹: 60% • Assignment Presentation: 30%
Language	English or Greek

¹The assignment concerns the preparation and execution of market research and results analysis, written according to relevant guidelines, using a minimum of 1.500 words.