

Marketing Research and Data Analysis

Course: Two parts



Marketing Research

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- office 5th floor, room H643
- office hours: Wednesday 8,00-8,50 + as agreed by e-mail
- e-mail: lenka.cervova@tul.cz
- lectures: Monday 8,50-10,20
- seminars:
 - Tuesday 10,20-12,10 (MBP+Erasmus)
 - Tuesday 14,20-15,50 (IM)

Data Analysis

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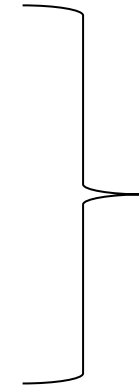
Schedule: Marketing Research part

	Lectures (Monday 8,50-10,20)	Seminars MBP + Erasmus (Tuesday 10,40-12,10)	Seminars IM (Tuesday 14,20-15,50)
Week 3	4.3.	5.3.	5.3.
Week 4	11.3.	12.3.	12.3.
Week 5	18.3.	19.3.	19.3.
Week 6	25.3.	26.3.	26.3.
Week 7	1.4. Easter - no lecture	2.4. no seminar	2.4. no seminar
Week 8	8.4.	9.4.	9.4.
Week 9	15.4.	16.4.	16.4.
Week 10	22.4.	23.4.	23.4.
Week 11	29.4.	30.4.	30.4.
Week 12	6.5. no lecture	7.5. no seminar	7.5. no seminar
Week 13	13.5.	14.5.	14.5.
Week 14	20.5. reserve	21.5. reserve	21.5. reserve

Credit

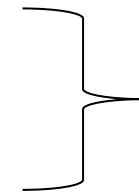
Semestral project – continuous group work during seminars

- setting the aims and objectives of the research
- secondary research
- research methodology
- questionnaire



Marketing research part

- data collection and analysis
- presentation of the project



Data analysis part

Semestral project

- team of 4-5 students
- topic: Marketing research of specified by students or as agreed with the lecturer
- problem definition, setting objectives, research methodology, designing a questionnaire, data collection and analysis
- final presentation

Exam: Marketing Research Part

- written exam, open-ended questions, case studies
- maximum: 25 points
- grades:

25 – 23 points	excellent
22,5 – 21 points	excellent minus
20,5 – 18,5 points	very good
18 – 16,5 points	very good minus
16 – 14 points	good
less than 13,5 points	failed
- course final grade is the average grade from both Marketing Research and Data Analysis part
- if students do not successfully pass the exam of one of two parts, they will repeat the exam only from the part from which they did not succeed

Marketing Research: Topics

1. Introduction to marketing research
2. Marketing information system, qualities of a good researcher
3. Types of marketing research
4. Marketing research process
5. Marketing research methodology
6. Data collection methods
7. Questionnaire design, types of questions
8. Sampling methods
9. Data analysis methods, Marketing research report

Marketing Research: Literature to study

- <https://elearning.tul.cz>
- course: MVAIM