



Меѓународен Универзитет Визион - International Vision University
 Universiteti Ndërkombëtar Vizion - Uluslararası Vizyon Üniversitesi

Adres: Ul. Major C. Filiposki No.1, Gostivar – Makedonya
 tel: +389 42 222 325, www.vizyon.edu.mk, info@vizyon.edu.mk

SYLLABUS

COURSE NAME	COURSE CODE	SEMESTER	COURSE LOAD	ECTS
MARKETING RESEARCH	2007	2	180	6

Prerequisite(s)	None
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Course Language	Turkish
Course Type	Elective
Course Level	First Cycle
Course Lecturer	
Course Assistants	
Classroom	
Extra Curricular Office Hours and Location	Meeting: Consultancy:

Course Objectives	The core objective of this course is to teach the students the importance of the market and marketing research.
Course Learning Outcomes	In the end of this course the students: <ul style="list-style-type: none"> • Will be able to determine the importance of marketing research. • Will be able clearly to interpret the themes of marketing research. • Will be able to criticize and to ask the questions in the of the lecture. • Will be able to make a marketing research. • Will learned the projects / events that can be customized.
Course Contents	The main contents of this course are: Marketing concept, marketing and market research, qualitative and quantitative research, and new research models.

WEEKLY SUBJECTS AND RELATED PREPARATION STUDIES

Week	Subjects	Related Preparation
1	Marketing Research	Related Chapters of Course Sources
2	Marketing and market research (an important role in marketing)	Related Chapters of Course Sources
3	The basic concept of marketing research	Related Chapters of Course Sources
4	Research techniques (general)	Related Chapters of Course Sources
5	Qualitative studies	Related Chapters of Course Sources
6	Qualitative studies	Related Chapters of Course Sources
7	Mid-term Exam	Related Chapters of Course Sources
8	Chair, omnibus, research techniques, multi-tenant.	Related Chapters of Course Sources
9	New research models	Related Chapters of Course Sources
10	Case studies (case studies)	Related Chapters of Course Sources
11	In the course of conducting research and detailed discussion	Related Chapters of Course Sources
12	Marketing, the importance of a common denominator and marketing research questions.	Related Chapters of Course Sources
13	Marketing, the importance of a common denominator and marketing research questions.	Related Chapters of Course Sources
14	Key messages and domestic evaluation period.	Related Chapters of Course Sources
15	Final Exam	Related Chapters of Course Sources

ECTS / WORKLOAD TABLE

Presentation / Seminar			
Hours for off-the-classroom study (Pre-study, practice)	14	3	42
Midterm Exam	1	12	12
Final examination	1	14	14
Total Work Load			
ECTS		6	

GENERAL PRINCIPLE RELATED WITH COURSE

Dear students,

In order to be included, learn and achieve full success that you deserve in the courses you need to come well prepared by reading the basic and secondary textbooks. We are expecting from you carefully to obey to the course hours, not to interrupt the lessons unless is very indispensable, to be an active participant on the courses, easily to communicate with the other professor and classmates, and to be interactive by participating to the class discussions. In case of unethical behavior both in courses or on exams, will be acting in framework of the relevant regulations. The attendance of the students will be checked in the beginning, in the middle or at the end of the lessons. Throughout the semester the students who attend to all lectures will be given 15 activity-attendance points in addition to their exam grades.

SOURCES

COMPULSORY LITERATURE		
No	Name of the book	Author's Name, Publishing House, Publication Year
1	Pazarlama Araştırması	Prof.Dr. Tuncer Tokol, DORA YAYINLARI, 2010
2	Birks Marketing Research	Naresh K. Malhotra, David F, third edition Prentice Hall 2007
3	Маркетинг истражување	Секуловска ,Н. Економски факултет 2004

ADDITIONAL LITERATURE		
No	Name of the book	Author's Name, Publishing House, Publication Year
1	Pazarlama Araştırması	Alvin C. Burns, Ronald F. Bush, Çev: Kollektif, Nobel Yayın Dağıtım, 2015
2	Project marketing : beyond competitive bidding	Cova, Bernand, Ghauri, Pervez N J. Wiley, cop 2002
3		

EVALUATION SYSTEM

Underlying the Assessment Studies	NUMBER	PERCENTAGE OF GRADE
Attendance/Participation	15	%10
Project / Event	1	%20
Mid-Term Exam	1	%35
Final Exam	1	%35
TOTAL	17	%100

ETHICAL CODE OF THE UNIVERSITY

In case of the students are cheating or attempt to cheat on exams, and in the case of not to reference the sources used in seminar studies, assignments, projects and presentations, in accordance to the legislations of the Ministry of Education and Science of Republic of Macedonia and International Vision University, will be applied the relevant disciplinary rules. International Vision University students are expected never to attempt to this kind of behavior.