

COURSE OUTLINE

1. GENERAL

SCHOOL	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	BUSINESS ADMINISTRATION		
LEVEL OF STUDY	Undergraduate		
COURSE UNIT CODE	1106702	SEMESTER OF STUDY	7
COURSE TITLE	MARKET RESEARCH		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		3	6
Laboratory		2	
COURSE UNIT TYPE	Specialization		
PREREQUISITES :	Yes		
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS			
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/info.php?id=126		

2. LEARNING OUTCOMES

Learning Outcomes

The objectives of the course are designed so that students are able to:
Comprehend the potential of research and its relationship with its Marketing sectors.

- Analyze the basic research techniques to measure opinions, attitudes and choices of the customers.
- Apply research as a professional "tool". Students be able to work together, in both in the formulation of research objectives and in the evaluation of research results.
- Integrate the proper research method, depending on the subject which will be investigated.
- Evaluate all modern methods for the development of qualitative and quantitative research, providing the necessary knowledge to form samples, to construct questionnaires, to check the questionnaires through pilot test, to conduct surveys, to analyze the data gathered, and to evaluate and predict research findings.

General Skills

- 1) Search, analysis and synthesis of data and information using and applying the required technologies

- 2) Decision making
- 3) Teamwork
- 4) Production of new research ideas
- 5) Ability of criticism
- 6) Promotion of free, creative and inductive thinking

3. COURSE CONTENTS

- Discuss the role of market research within a business context
2. Identify and describe different research approaches
 3. Develop a research plan
 4. Describe various qualitative research methods
 5. Design and administer a questionnaire
 6. Analyse quantitative data
 7. Construct a research report and present research findings
 8. Conduct a qualitative interview

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	e-learning, p/c, video projector, e-learning ,spss	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lecturing	39
	Laboratory exercises	26
	Preparation of Group Project	15
	Independent and Directed Learning	45
	Total	125
ASSESSMENT METHODS	<u>Final Examination</u> 60% <u>Group Project</u> (40%)	

5. RESOURCES

- Recommended Book and Journal Article Resources:
P. Kyriazopoulos- E. Samanta Introduction to Market Research (2009) Publisher: Synchrony Ekdotiki(in Greek)

Aaker A., Kumar V. Day S., "Marketing Research", Wiley, Publisher: 1995

Churchill G., (2001) "Basic Marketing Research", South-Western Thomson Learning, 2001.

Journal of Marketing Research (American Marketing Association)

<https://www.ama.org/publications/JournalOfMarketingResearch/Pages/current-issue.aspx>