

<b>Course Title</b>	Marketing research				
<b>Faculty</b>	Faculty For Law And Business Studies Dr Lazar Vrkatic				
<b>Study Programme</b>	Business Psychology				
<b>Professor</b>	Veljko Đurić, full professor		<b>Contact (e-mail address)</b>	Veljko234@yahoo.com	
<b>Code</b>		<b>Course level</b>	master (MA)	<b>ECTS credits</b>	10
<b>Description (max. 100 words)</b>	<p>Central topics:  Research on marketing. Ethics and the rights of respondents in marketing research. Information systems and systems of support. Professional career in marketing research. Planning process in marketing research. Value of information collected. Design and implementation of research. Mistakes in designing research. Secondary and exploratory research. Advantages and limits of secondary research. Standardized sources of data in marketing research. Marketing research on the internet. Qualitative and observational methods. Descriptive research. The method of questionnaire. The role and design of questionnaire in marketing research. Measuring attitudes. Applications of marketing research. Investigating advantages of competitors, the value of brand and loyalty.</p>				
<b>Learning outcomes (max. 50 words)</b>	<p>The students will be able to:  -recognize and understand the nature, scope and application techniques in marketing research;  -Understand value orientations, life style, wishes and needs of the consumer/user/voter;  - recognize the marketing environment, competitors and consumers;  - carry out basic marketing research on their own.</p>				
<b>Semester</b>	4		<b>Maximum number of visiting students</b>		
<b>Language</b>	Serbian		<b>Available for international students (YES or NO)</b>	YES	