

**Direction of preparation: Economics, bachelor's degree, full-time study**

## **Marketing research**

### **Annotation**

2 ECTS, 72 academic hours.

*Control form: pass/fail.*

This educational and methodological complex for the discipline "Marketing Research" consists of the curriculum of the academic discipline, theoretical and practical blocks.

**Abstract:** The program of the course "Marketing Research" makes it possible to define the concept of marketing research and some of the tools used in this industry. Highlight the importance of secondary and internal research in terms of the planning process; define what primary research is, and identify different ways of conducting primary research. Students will also have the opportunity to focus on developing a research plan or proposal for a peer review project, be able to review the various components of the proposal and design it professionally.

**Learning Objective:** The goal of the Marketing Research discipline is to expand students' understanding of the marketing research industry. Develop the skills required by the researcher and understand the various applications of market research.

Students are provided with assistance in independent study of the material, additional explanations of the most difficult issues are provided on an individual basis. The independent work of students includes research activities, preparation of presentations, group work, analytical research within the discipline, etc. The score is derived as the weighted average of the current answers and the control presentation, and is taken as the score for the exams.