

Syllabus

Course Description

Course Title	Marketing Research: Methods and Tools
Course Code	30159
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	
Teaching Assistant	
Semester	Second semester
Course Year/s	not defined
CP	6
Teaching Hours	36
Lab Hours	6
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	<p>In the academic year 2025/26 the course "Marketing Research: Methods and Tools" will not be offered. – Students can choose among the other courses offered in the current academic year.</p> <ul style="list-style-type: none">• The course explores marketing research methods and practical approaches tailored for tourism, sports, and event management.• Notable topics include research philosophies and paradigms, research ethics, literature review techniques, and data collection and analysis methods, both qualitative and quantitative.• Students will gain experience in designing research projects and proposals, analyzing results through lab exercises, and effectively communicating findings.• The course also introduces advanced topics such as social media and big data analytics relevant to the industry.

Course Topics	<p>This course will introduce students to the activities, methodologies, and decisions used by marketers in data gathering, analysis, and interpretation.</p> <p>Topics will include:</p> <ol style="list-style-type: none"> 1. Preparation-Introduction to marketing research and insight in tourism, leisure, sports, and event management 2. Approaches to leisure and tourism research, including ontology, epistemology, methodology, as well as research paradigms (i.e., positivism, interpretivism, pragmatism) 3. Starting out – research plans and proposals in tourism and sports management. 4. Research Ethics in tourism and sports management, ethical issues in marketing research. 5. The range of research methods in tourism, leisure, sports, and event management 6. Reviewing the literature, including systematic literature review, secondary data analysis, and qualitative and quantitative meta-analyses 7. Data collection Methods, including qualitative and quantitative research in tourism, sport, and event marketing (different methods), designing a basic survey research project, 8. Data Analysis Methods, comprising data analysis and reporting results, 9. Communicating Results via report writing, manuscript, and thesis development 10. Introduction to social media and big data analytics for tourism, sports, and events
Keywords	Research methods; Tourism Research Approaches Leisure research tools and techniques Data collection and analysis Data reporting
Recommended Prerequisites	Not Foreseen
Propaedeutic Courses	
Teaching Format	<p>This course will be taught through lectures, group activities, and class discussions:</p> <ul style="list-style-type: none"> - The theoretical background of marketing research will be presented in lectures.

	<p>- The practical application of this theoretical background will then be explored through class discussions, which will be conducted within the framework of exercises, short case studies, and additional, related reading assignments.</p> <p>Professional behaviour is expected during class time.</p> <p>Proper ethical conduct and academic honesty are expected at all times.</p>
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	<p>Autonomy of judgement</p> <p>identify the most relevant variables to be used in making decisions in complex situations;</p> <p>report analytically and critically on information, empirical evidence and data to make appropriate economic-managerial decisions;</p> <p>evaluate the most suitable analysis tools, both quantitative and qualitative to assist decision-making;</p> <p>find the necessary additional information in databases, regulatory sources and scientific bibliography;</p> <p>adopt logical arguments and relate information and analytical tools to find solutions.</p> <p>Communication skills</p> <p>The achievement of this objective will be assessed by means of written examinations, individual and group assignments as well as the final dissertation.</p> <p>Learning skills</p> <p>ability to find and make use of information from databases, research studies, laws, regulations and standards that are applied in professional life</p> <p>ability to analyse, critically evaluate and integrate data, information and experience;</p> <p>ability to develop possible solutions for economic and management problems in operational contexts of reference to the graduates' occupational outlets.</p>
Specific Educational Objectives and Learning Outcomes (additional info.)	<p>The course refers to the educational activities chosen by the student.</p> <p>This course offers a comprehensive theoretical and practical understanding of marketing research methods, tools, and practices</p>

	<p>applicable to the fields of tourism, sports, and events. The course covers the concepts, theoretical frameworks, and marketing research methods, as well as critical issues specifically relevant to tourism, sports, and events. The aim of the course is threefold: (1) to provide students with a thorough understanding of the unique aspects of marketing research in tourism, sports, and events; (2) to encourage students to develop and use an experience-oriented mindset when conducting marketing research; and (3) to enable students to make sound marketing decisions based on research.</p> <p>Educational objectives: To translate marketing problems into feasible research questions. To create awareness of available marketing information sources. To collect and prepare marketing data and information. To develop a general understanding of major data analysis techniques. To design and execute a basic survey research project. To write marketing research reports and prepare presentations.</p> <p>Learning Outcomes</p> <p>Knowledge and understanding:</p> <ul style="list-style-type: none">- Basics of research strategies, designs, and methods;- Basics of survey methodology and sampling;- Descriptive and bivariate statistics. <p>Applying knowledge and understanding:</p> <ul style="list-style-type: none">- Capacity to frame a research paper;- Ability to develop a bibliographical research and to properly manage references;- Ability to find existing statistical data relevant to given research topics;- Ability to draft a simple questionnaire;- Capacity to program a survey and its questionnaire- Basic abilities in data management and analysis. <p>Making judgments:</p> <ul style="list-style-type: none">- Ability to choose appropriate research strategies and designs to address a given research question.- Ability to assess data quality in terms of both measurement and generalizability issues.
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	<p>Communication skills:</p> <ul style="list-style-type: none">- How to manage a survey field and communications with respondents.- How to communicate research results. <p>Learning skills:</p> <ul style="list-style-type: none">- Ability to link theory to marketing research and to translate research hypotheses into empirical studies.- Ability to develop bibliographical research to frame research questions properly.
Assessment	<p>For Attending Students</p> <p>(The lecturer will record regular attendance; at least 50% of attendance is required to qualify as an attending student.)</p> <p>The knowledge and the skills learned throughout the course will be assessed with two group assignments and a final written exam.</p> <ul style="list-style-type: none">• Individual assignment (40%) will take place during the course; the dates will be communicated on the first day of lectures and will be available in the reserve collection under Course Daily Activities. This project will involve developing a research proposal on a given leisure, sports, or event management topic to evaluate the students' knowledge of marketing research theory and practice. The lecturer will select the students, and only those who have attended at least 50% of the lectures will be eligible to participate in individual assignments. Attending students will do a class presentation of their research proposals• The final written exam (60%) will consist of three essays or exercises and thirty (30) open-ended questions aimed at testing the knowledge of concepts, models, techniques, and tools acquired and evaluating the students' ability to apply this knowledge to a variety of tourism, sport, and event marketing research settings. The final exam will last up to 90 minutes.• Active contribution to class discussion and activities is expected for each and every class. From time to time, bonus points will be assigned as a reward for high-level contributions.

	<p>The results of the intermediate project works and bonus points are valid only for the academic year in which these activities took place, and the results of these activities cannot be carried over beyond that timeframe.</p> <p>For NON-Attending Students (Students who will not attend at least 50% of classes or will be unable to complete the group assignments)</p> <p>The knowledge and the skills learned throughout the course will be assessed with a written exam (100%). The final exam will cover all topics and include up to five essays, exercises, and forty (40) open-ended questions to test the students' knowledge of marketing research concepts, models, techniques, and tools acquired, as well as their ability to apply them to a variety of marketing research settings.</p> <p>The final exam will last up to 120 minutes for Non-Attending Students.</p>
Evaluation Criteria	<p>For Attending Students (The lecturer will record regular attendance; at least 50% of attendance is required to qualify as an attending student.)</p> <ul style="list-style-type: none">- The following criteria will be used to evaluate the group assignment: relevance and clarity of answers, ability to summarize, evaluate, compare, and contrast models, topics, and data, and presentation.- The following criteria will be used to evaluate the written exam: relevance and clarity of answers, ability to summarize, evaluate, compare, and contrast models, topics, and data; creativity and skills in critical thinking; and ability to summarize and communicate findings.- Active contribution to class discussion and activities is expected for each and every class, and bonus points will be assigned as a reward for high-level contributions. <p>Results of the intermediate written examination and bonus points are valid only for the academic year in which these activities have taken place, and results of these activities cannot be carried over beyond that time frame.</p>

	<p>For NON-Attending Students (Students who will not attend at least 50% of classes or will be unable to complete the project work)</p> <ul style="list-style-type: none"> - The following criteria will be used to evaluate the written exam: relevance and clarity of answers, ability to summarize, evaluate, compare, and contrast models, topics, and data; creativity and skills in critical thinking; and ability to summarize and communicate findings. <p>General assessment information:</p> <ul style="list-style-type: none"> - Participation in lectures is highly recommended. - During the written examinations, students are not allowed to use/consult books and/or any other teaching/learning material. - Proper ethical conduct and academic honesty are expected by all students at all times. Students are expected to produce and submit personally created academic work. - Any student discovered plagiarizing, engaging in academic dishonesty, or engaging in any other dishonest conduct will fail the course, and the regulations of the Faculty on academic misconduct will apply.
Required Readings	<ul style="list-style-type: none"> - Lecture Slides (PDF on TEAMS) - Veal, A.J. Research Methods for Leisure & Tourism 4th edition. Prentice Hall 2011 or later editions
Supplementary Readings	<p>Malhotra, Naresh, K., Marketing Research: an Applied Orientation 6th edition. Pearson, 2009. ISBN: 9780136094234 (or previous editions or later editions).</p> <p>Other supplementary readings may be announced during the course. They will also be listed on the Reserve Collection and/or within the teaching materials (slides).</p>
Further Information	
Sustainable Development Goals (SDGs)	Industry, innovation and infrastructure, Quality education