# Syllabus

## *Course Description*

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| **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** | 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.<br><br>• The course explores marketing research methods and practical approaches tailored for tourism, sports, and event management.<br>• Notable topics include research philosophies and paradigms, research ethics, literature review techniques, and data collection and analysis methods, both qualitative and quantitative.<br>• Students will gain experience in designing research projects and proposals, analyzing results through lab exercises, and effectively communicating findings.<br>• The course also introduces advanced topics such as social media and big data analytics relevant to the industry. |

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| **Course Topics** | This course will introduce students to the activities, methodologies, and decisions used by marketers in data gathering, analysis, and interpretation.<br><br>Topics will include:<br>1. Preparation-Introduction to marketing research and insight in tourism, leisure, sports, and event management<br>2. Approaches to leisure and tourism research, including ontology, epistemology, methodology, as well as research paradigms (i.e., positivism, interpretivism, pragmatism)<br>3. Starting out – research plans and proposals in tourism and sports management.<br>4. Research Ethics in tourism and sports management, ethical issues in marketing research.<br>5. The range of research methods in tourism, leisure, sports, and event management<br>6. Reviewing the literature, including systematic literature review, secondary data analysis, and qualitative and quantitative meta-analyses<br>7. Data collection Methods, including qualitative and quantitative research in tourism, sport, and event marketing (different methods), designing a basic survey research project,<br>8. Data Analysis Methods, comprising data analysis and reporting results,<br>9. Communicating Results via report writing, manuscript, and thesis development<br>10. Introduction to social media and big data analytics for tourism, sports, and events |
| **Keywords** | Research methods;<br>Tourism Research Approaches<br>Leisure research tools and techniques<br>Data collection and analysis<br>Data reporting |
| **Recommended Prerequisites** | Not Foreseen |
| **Propaedeutic Courses** | |
| **Teaching Format** | This course will be taught through lectures, group activities, and class discussions:<br>- The theoretical background of marketing research will be presented in lectures. |

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| | - 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.<br>Professional behaviour is expected during class time.<br>Proper ethical conduct and academic honesty are expected at all times. |
| **Mandatory Attendance** | - |
| **Specific Educational Objectives and Learning Outcomes** | Autonomy of judgement<br>identify the most relevant variables to be used in making decisions in complex situations;<br>report analytically and critically on information, empirical evidence and data to make appropriate economic-managerial decisions;<br>evaluate the most suitable analysis tools, both quantitative and qualitative to assist decision-making;<br>find the necessary additional information in databases, regulatory sources and scientific bibliography;<br>adopt logical arguments and relate information and analytical tools to find solutions.<br><br>Communication skills<br>The achievement of this objective will be assessed by means of written examinations, individual and group assignments as well as the final dissertation.<br><br>Learning skills<br>ability to find and make use of information from databases, research studies, laws, regulations and standards that are applied in professional life<br>ability to analyse, critically evaluate and integrate data, information and experience;<br>ability to develop possible solutions for economic and management problems in operational contexts of reference to the graduates' occupational outlets. |
| **Specific Educational Objectives and Learning Outcomes (additional info.)** | ILO (Intended Learning Outcomes)<br><br>ILO 1 - Knowledge and understanding<br>ILO 1.1 of marketing information flow management and its functions in the consumer market (including behavioural sciences, |

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| | market research, destination marketing)<br>ILO 1.2 of variable relationships and basic concepts in hypothesis testing.<br>ILO 1.3 of the software available for data analysis in the social sciences.<br>ILO 1.4 of the basics of the concepts of uncertainty, ambiguity and robustness in the context of data analysis.<br>ILO 1.5 of the mechanisms for creating and using big data, and the implications for business.<br><br>ILO 2 - Ability to apply knowledge and understanding<br>ILO 2.1 Use and consolidation of available information and resources to determine differences in various tourism and sports management systems<br>ILO 2.2 Evaluation of different digital marketing approaches<br>ILO 2.3 Support for strategic and operational decision-making using basic planning tools and scenarios.<br>ILO 2.4 Basic concepts useful for taking courses in economics, business and administration.<br>ILO 2.5 Solving linear programmes for business management problems: optimisation of costs and revenues, logistics design and optimisation, inventory flow planning, and so on.<br><br>ILO 3 - Independent judgement<br>ILO 3.1 Identify the most relevant variables to use when making decisions in complex situations.<br>ILO 3.2 Report analytically and critically on information, empirical evidence and data in order to make appropriate economic and managerial decisions.<br>ILO 3.3 evaluate the most appropriate quantitative and qualitative analysis tools to assist the decision-making process;<br>ILO 3.4 find the necessary additional information in databases, regulatory sources and scientific literature;<br>ILO 3.5 adopt logical arguments and relate information and analytical tools to find solutions.<br><br>ILO 4 - Independent judgement (Communication skills)<br>ILO 4.1 The achievement of this objective will be assessed through written exams, individual and group assignments, and the final degree thesis. |

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| | ILO 5 - Learning skills<br>ILO 5.1 ability to find and make use of information from databases, research studies, laws, regulations, and standards that are applied in professional life;<br>ILO 5.2 Ability to analyse, critically evaluate and integrate data, information and experiences;<br>ILO 5.3 Ability to develop possible solutions to economic and management problems in the operational contexts relevant to the employment opportunities of graduates. |
| **Assessment** | |
| **Evaluation Criteria** | |
| **Required Readings** | - |
| **Supplementary Readings** | |
| **Further Information** | |
| **Sustainable Development Goals (SDGs)** | Industry, innovation and infrastructure, Quality education |