

<b>Subject code</b>	<b>Credits</b>
MAV3001	6

**Course title in Lithuanian**

**SOCIALINIAI IR MARKETINGO TYRIMAI**

**Course title in English**

**SOCIAL AND MARKETING RESEARCH**

**Short course annotation in Lithuanian (up to 500 characters)**

Dalyko paskirtis - suteikti studentams teorinių bei praktinių įgūdžių, susijusių su informacijos reikalingos verslo administravimo problemų analizavimui bei interpretavimui. Baigę dalyką studentai įgyja problemos identifikavimo, jos pagrindimo ir sprendimo įgūdžius, geba pritaikyti metodologines žinias praktikoje, dirbti grupėje, diskutuoti bei analizuoti.

**Short course annotation in English (up to 500 characters)**

The aim of this course is to provide students with theoretical and practical skills related to business administration problem analysis and interpretation. Having completed the course, students will be able to identify and solve problems, apply methodological knowledge in practice, work in a group, participate in a discussion.

**Prerequisites for entering the course**

Essentials of Management; Principles of Marketing

**Course aim**

To teach students to apply the knowledge of social research in the analysis of real business administration situations by justifying the choice of research methods and applying research results in order to make recommendations for decision making.

**Content**

No	Content (topics)
1.	Social research. The place of marketing research in the context of social sciences.
2.	Types of research: qualitative and quantitative research. Data sources: primary and secondary data. Methods of secondary data analysis.
3.	Types of social research: exploratory research, descriptive research, causal research. Marketing research planning, content of the main marketing research steps.
4.	Concept of social research methodology. Research problem, hypotheses, aim, information collection and processing methods.
5.	Research sample and its composition principles. Statistical research sample parameters.
6.	The main qualitative data collection methods: analysis of secondary data, <i>focus</i> group discussion, associative research, case study, content analysis, etc.
7.	The main quantitative data collection methods in social sciences: survey, observation, experiment.
8.	Presentation, summarising and interpretation of business and marketing research results.
9.	Preparation of a research project of a problem and methodological justification.

**Distribution of workload for students (contact and independent work hours)**

<b>Lectures</b>	<b>30 hours</b>
<b>Seminars and case studies</b>	<b>15 hours</b>
<b>Team work (employing IT)</b>	<b>15 hours</b>
<b>Individual students work</b>	<b>100 hours</b>
<b>Total:</b>	<b>160 hours</b>

**Structure of cumulative score and value of its constituent parts**

Colloquium – 25%, Independent group work – 15 %, Seminar tasks and case study – 10%, Examination – 50 %.

**Recommended reference materials**

No.	Publication year	Authors of publication and title	Publishing house	Number of copies in		
				University library	Self-study rooms	Other libraries
<b>Basic materials</b>						
1.	2007	Pranulis V. <i>Marketingo tyrimai: teorija ir praktika</i>	VU leidykla	1	1	
2.	2009	Bitinas B., Rupšienė L., Žydžiūnaitė V. <i>Kokybinių tyrimų metodologija</i>	Klaipėdos Socialinių mokslų kolegijos leidykla	5	1	
3.	2010	Sontakki, C. N. <i>Marketing research</i>	Himalaya Pub. House	EBSCO e-book collection		
<b>Supplementary materials</b>						
1.	2003	Dikčius, V. <i>Marketingo</i>	Vilniaus	1		1

		<i>tyrimai: teorija ir praktika</i>	vadybos kolegijos leidykla		
2.	2008	Kolb, Bonita M. <i>Marketing Research: a Practical Approach</i>	Sage publication	EBSCO e-book collection	
3.	2008	Mazzocchi, M. Statistics for <b>Marketing</b> and Consumer <b>Research</b>	Sage publication	EBSCO e-book collection	

**Course programme designed by**

Assoc. Prof. Rita Bendaravičienė