

# MARKET RESEARCH

## LEVEL OF COURSE UNIT

Bachelor

## LEARNING OUTCOMES OF COURSE UNIT

Students will:

- master the basic methods of market research.
- know the structure of the market research process.
- are able to conduct a real market research.

## COURSE CONTENTS

The course is designed to enable students to understand and evaluate the importance of market research in decision making. For this purpose, the necessary steps in the process of market research will be identified and explained. The sensible use of qualitative and quantitative analysis methods will be discussed as well as the interpretation and presentation of analysis results.

## LANGUAGE OF INSTRUCTION

English

## NUMBER OF ECTS CREDITS ALLOCATED

2