

*STUDY SUBJECT DESCRIPTION*

***MARKETING RESEARCH AND IT***

| Title of Study Programme and Code  | Type (compulsory/optional)       | Cycle   | Year of study when the component is delivered (if applicable)   |
|--|----------------------------------|---|---|
| <b><i>BUSINESS MANAGEMENT AND INNOVATIONS</i></b>  | Compulsory                       | 1 <sup>st</sup>   | 2 <sup>nd</sup> year  |
| Semester/trimester when the component is delivered   | Number of ECTS credits allocated | Language of instruction   | Mode of delivery (face-to-face/e-learning/...)  |
| 3 <sup>rd</sup>  | 8 ECTS                           | Lithuanian, English   | face-to-face, e-learning  |
| Learning outcomes  |                                  | Study methods   | Assessment methods  |
| After completion of the study subject, a student should be able:<br><b>LO 1</b> to understand the value of information in solving marketing and other business problems<br><b>LO 2</b> to understand the importance of information technology for business<br><b>LO 3</b> to select appropriate marketing research methods<br><b>LO 4</b> to know and can apply the principles of questionnaire design<br><b>LO 5</b> to prepare and distribute a survey questionnaire using information technology and computer networks<br><b>LO 6</b> to plan and conduct marketing research<br><b>LO 7</b> to select and organise the necessary data<br><b>LO 8</b> to apply information technology to solve business management problems and challenges conducting research<br><b>LO 9</b> to present the research results<br><b>LO 10</b> to analyse, systematise and evaluate data from marketing research, business and other sources of information using statistical analysis methodologies and the potential of information technologies, and to use the results to make individual or group decisions<br><b>LO 11</b> to select the right software tools to analyse, organise, visualise and present the results of marketing research |                                  | Interactive lecture<br>Discussion<br>Brainstorm<br>Case study<br>Practical work<br>Team work<br>Self-study<br>Live project<br>Flipped classroom | Assessment of practical work<br>Assessment of group work<br>Assessment of self-study work<br>Assessment of project work |
| Prerequisites  |                                  |   |   |

(these courses must have successfully completed before she/he can take this course)

## Marketing, Marketing Research and IT

### Course content

1. The role of marketing research in management decision making
2. Problem formulation, investigation, research process and research ethics
3. Information, databases
4. Qualitative research
5. Survey method
6. Survey sample and selection
7. Questionnaire design
8. Teamwork tools
9. Observation method
10. Experimental marketing research. Market testing
11. Data processing using statistical software, data analysis, summarisation
12. Document preparation, data systematisation, analytical calculations and visualisation
13. Use of interactive maps to analyse and present research results
14. Technological aspects of preparation of research report and presentation of results

### Recommended or required reading and other learning resources/tools

1. Argyrous G. (2011). Statistics for Research: with a Guide to SPSS. Sage Publications Ltd
2. McDaniel C., Gates R. (2015). Marketing Research. John Willey&Sons, Inc
3. Bilevičienė T. (2011). Statistinių metodų taikymas rinkos tyrimuose: vadovėlis. Vilnius: M .Romerio universiteto leidybos centras
4. Bilevičienė T., Jonušauskas S. (2013). Atvirojo kodo programų taikymas rinkos tyrimuose. Vadovėlis. Vilnius: M .Romerio universiteto leidybos centras
5. Dėmenienė A., Zacharovienė E. ir kt. (2015). Excel 2013 ekonomistams ir vadybininkams : mokomoji knyga
6. Gaižauskienė I., Valavičienė N. (2016). Socialinių tyrimų metodai: kokybinis interviu. Vilnius: MRU
7. Misevičienė R., Budnikas G., Šutienė K., Paulauskaitė-Tarasevičienė A.(2011). Inovatyviosios informacinės technologijos. Kaunas: Technologija
8. Sekaran U., Bougie R. (2016). Research Methods for Business. 7 edition, Wiley
9. Make Your Meetings Better! <https://stormboard.com/>
10. „Google“ documents. <https://support.google.com/googleplay/answer/7394452?hl=lt>
11. <https://apklausas.lt/>
12. Statistics Lithuania State Data Agency. [www.stat.gov.lt](http://www.stat.gov.lt)