COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Business Marketing Analytics	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: dr. Mindaugas Degutis **Other(s):**	Economics and Business Administration

Study cycle	Type of the course unit (module)
Second	Mandatory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to-face	Autumn semester	Lithuanian

Requirements for students	
Prerequisites: Courses: Marketing, Marketing research, Research Methods	**Additional requirements (if any):**

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	32	98

Purpose of the course unit (module): programme competences to be developed

Generic competences to be developed
  1) ability to use acquired knowledge in practice, while working individually or in a team

Subject-specific competences to be developed
ability to evaluate, plan, and perform research in marketing and integrated communications using various methods of data collection and its analysis

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
will be able to collect primary data, analyse business cases, identify problems and look for their creative solutions while working individually or in a team	Lecturing, class and group discussions, based the presentations of invited guest-speakers as well as students, individual research tasks	Evaluation of a student performance in analysis and discussions Evaluation of individual market research tasks
will be able to apply acquired knowledge in marketing, integrated communications and consumer behaviour in the case analysis and in solving practical business problems		Tests with closed and open-ended questions Evaluation of individual market research tasks Evaluation of a student performance in analysis and discussions
will be aware of the major types of research in marketing and integrated communications and will be able to analyse acquired information		Tests with closed and open-ended questions
will know essential methods of primary data collection and will be able to evaluate their suitability for a particular situation		Tests with closed and open-ended questions Evaluation of a student

		performance in analysis and discussions
will understand essential methods of quantitative data analysis and will be able to use them in practical analysis of data		Tests with closed and open-ended questions Evaluation of a student performance in analysis and discussions Evaluation of individual market research tasks
will be able to perform research of consumer behaviour in the context of marketing and integrated communications.		Evaluation of a student performance in analysis and discussions Evaluation of individual market research tasks

Content: breakdown of the topics	Contact hours								Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
1. Market research and company management	2							2	3	Reading of assigned scientific literature
2. The diversity of quantitative and qualitative methods	2		2					4	10	Reading of assigned scientific literature Conducting individual or team research assignments
3. Modern technologies and online research	2							2	10	Reading of assigned scientific literature
4. Prognostic analytics	2		2					4	10	Reading of assigned scientific literature Development of presentations
5. Market structure and positioning surveys	2		2					4	15	Reading of assigned scientific literature Development of presentations Conducting individual or team research assignments
6. Client satisfaction surveys	2		2					4	10	Reading of assigned scientific literature
7. Brand Research	2		2					4	10	Reading of assigned scientific literature
8. Product research	2							2	10	Reading of assigned scientific literature Development of presentations Conducting individual or team research assignments
9. Advertising and communication research	2		2					4	15	Reading of assigned scientific literature Development of presentations Conducting individual or

										team research assignments
10. Employee surveys, B-to-B research	2							2	5	Reading of assigned scientific literature
Total	**20**		**12**					**32**	**98**	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Midterm test	30	After first 5 topics	5 open ended questions
Individual Research assignments	20	During the semester	10 point evaluation scale. Average evaluation of all assignements
Final test (exam)	50	January	3 close-ended questions, 3 excersises and 4 open-ended questions

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
N. Malhotra	2008	Marketing Research: an Applied Orientation		Pearson Prentice Hall
Hamersveld and de Bont	2007	Market Research Handbook: fifth edition.		ESOMAR. John Wiley and Sons
Optional reading				
Lecture slides				
Additional material for individual work				