

BASIC INFORMATION:

Organizational unit	01.07.100.	Faculty of Business Economics
Abbreviation	FPE-CMM	
Chair	01.06.320.	Department of Marketing and Management
Subject/module	5.01.07.029.	Marketing Management Research

SUBJECT TYPE:

Functional area	Core
Level of abstraction	Advanced
Subject type - obligation	Mandatory

COURSE REGISTRATION:

Scientific field	5.0.0	Social Sciences
Scientific field	5.2.0.	Administrative and organizational sciences
Narrow scientific field	5.2.17.	Management

COURSE DESCRIPTION:

Educational and professional goals:	Marketing research management students should be educated to understand the essential methods of market research and analysis. Their professional goals include starting a career in research marketing, achieving advancement, specializing in specific areas, and contributing to the industry through active networking and knowledge sharing.
Competences/educational outcomes:	Educational outcomes for students studying marketing management research include an understanding of the basic principles and methods of marketing research, the ability to apply analytical skills for the interpretation of market data, the development of communication skills for the effective presentation of research results, as well as the ability to think critically and solve problems in the context of marketing challenges. Also, students should be able to apply ethical standards in research work and continuously monitor and adapt their knowledge to cope with changes in the marketing and research industry.
Skills Mastered:	Students of the Marketing Management Research course will successfully master the following skills: understanding different research methods, possessing analytical skills to interpret market data, effectively communicating research results, and developing critical thinking to identify and solve complex marketing problems. These skills prepare them for a successful career in marketing and market research.
Course content:	<ul style="list-style-type: none"> - Introduction to marketing research - Research methods: Familiarity with various research methods, techniques and analyses, including surveys, focus groups, competitive analysis, SWOT analysis, Porter's five forces and other techniques and analyses. - Market analysis: Developing skills to analyze market data to understand consumer needs, preferences and behaviour. - Interpretation of results: Interpreting research results and how to apply them in marketing strategies. - Communication skills: Developing the ability to present research results and communicate effectively with colleagues and clients.

	<ul style="list-style-type: none"> - Ethics in research: Understanding the ethical aspects of research in marketing and how to apply them in practice. - Critical Thinking: Development of critical thinking skills to face complex marketing challenges. - Making informed decisions: Acquiring skills to make informed decisions in the marketing industry based on research results.
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COURSE METRICS:

ECTS	Teaching activities (hour)					Individual work		EVERYTHING hours of work
	Contact classes	Exercises trainings	Seminar and stud. works	Pedagogical workshops	Professional and professional. practice	Individual. and group learning	Researchable. source	
6	36	30	24			84	6	180

Teaching languages	Languages of the peoples of Bosnia and Herzegovina		
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PREREQUISITES FOR ACCESS

Code	Name of the subject/module of knowledge	Grade	Description of conditions (additional)

METHODOLOGY OF THE COURSE

<p>During the processing of the case, the following are foreseen:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> 36 contact hours of interactive lectures; <input checked="" type="checkbox"/> 30 hours for exercises and training <input checked="" type="checkbox"/> 24 hours for making a seminar paper; <input checked="" type="checkbox"/> 6 hours for source research. <p>Lectures are conducted using didactic and educational content in electronic and digital form (including recorded lectures and mentoring exercises) on various video presentation media (interactive multimedia optical media).</p> <p>Teaching methodology is the process of planning and organizing educational activities with the aim of achieving certain educational goals and begins with defining clear goals and outcomes of teaching. The professor must specify precisely what he wants the students to achieve during the lesson. After setting the goals, there is a selection of relevant topics, materials and activities that will support the achievement of the teaching goals. The choice of teaching methods and strategies plays a key role in teaching methodology. The preparation of teaching materials is necessary in order to enable the effective transmission of the material. This includes creating presentations, reading materials, assignments and other resources.</p> <p>Active student participation is key to successful teaching. The professor should encourage interaction, ask questions, encourage discussion and enable students to actively participate in the learning process. Monitoring, consultation and evaluation of students' progress are an integral part of the methodology. This includes regular testing, assigning homework, monitoring student participation in discussions, and other forms of evaluation. At the end of the class, the professor should evaluate the results achieved and the effectiveness of his teaching. This evaluation helps identify areas that require improvement and allows planning for future courses.</p> <p>In essence, teaching methodology is a process that requires planning, interaction with students, monitoring progress and continuous improvement in order to ensure an effective learning process and the achievement of educational goals.</p>

EVALUATION OF STUDENT WORK

Ord. no.	Type of evaluation	partial/ final	optional / mandatory	Percentage participation
01	Participation in contact work - interaction at lectures	pre-exam obligation	mandatory	10%
02	Student's seminar/professional papers	pre-exam obligation	mandatory	20%
03	Exam activities - partial test (problem test, case studies)	pre-exam obligation	mandatory	10%
04	Exam activities - final test (written exam)	final	mandatory	60%

LITERATURE / SOURCES (listed in order of importance)

Author (Last Name, First Name)	Publication name	Publisher's headquarters	Publisher	year editions	Kind public*
a/ Basic literature					
Vladimir Stojanovic	Marketing and management research	Banja Luka	Apeiron	in 2008	book
b/ Supplementary literature					
Kotler Philip,	The Ten Deadly Sins in Marketing,	Belgrade,	Adige,	in 2005	book
Suzannah Gardner	Buzz Marketing with Blogs	USA	Wiley and Sons	in 2005	book
Stanić Milenko	Marketing and competition	Banja Luka	Pan-European University "Apeiron"	in 2007	book
Kotler Philip,	Marketing management	Belgrade,	Data status	in 2006	book
c/ Other sources - magazines,					
Author - Surname, First name (if the source is an article)	Name of the journal	Publisher's headquarters	Publisher	year editions	Kind magazine
c/ Other sources - Internet (WEB) sources					
Site name	Site address	Title of work/hyperlink		Read	
	Journal of Marketing Management, Taylor & Francis,	https://www.tandfonline.com/toc/rjmm20/current			
	Journal of Management and Marketing Research, Cabell Publishing,	https://www.aabri.com/jmmr.html			
	Journal of Digital & Social Media Marketing, Henry Stewart Publications,	https://www.henrystewartpublications.com/jdsm			
	International Journal for research in Media & Communication,	https://gnpublication.org/index.php/mc			
	Journal of Marketing Management (JMM),	http://jmm-net.com/			

	Industrial Marketing Management - Journal - Elsevier,	https://www.journals.elsevier.com/industrial-marketing-management	
(*)Type of publication (book, script, compendium, multimedia)			