

**Faculty of International Economics and Administration**  
**Department: International Economics and Politics**  
**Professional area: Economics**  
**Major: Marketing**  
**Inter-University Program: International Marketing**  
**Educational-and-qualification Degree: Master**

## **COURSE DESCRIPTION**

1. Course unit title: Marketing Research and Analysis
2. Course unit code: MAR 3023
3. Type of course: compulsory
4. Level of course unit: Master
5. Year of study: first
6. Semester: second
7. Number of ECTS credits allocated: 6
8. Name of lecturer(s): Prof. D.Sc. Loretta Parashkevova; Assoc. Prof. Elena Georgieva, PhD
9. Learning outcomes of the course unit: the course objective is to provide students with knowledge and skills to analyze the economic results of market research, formulate conclusions and take decisions for future action. The material in this course focuses on learning processes, actions and methods of research and analysis in marketing practice of the organization
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: The prerequisite is a Bachelor's degree in an economics major. The co-requisites are: Fundamentals of Marketing, Consumer Behavior, Fundamentals of Management, Statistics, Informatics.
12. Course contents (annotation): The course content is structured in three main modules. The first module is related to the essence and specifics of marketing research – main terms and concepts. The second module includes the formulaic, descriptive and causal research approaches and their corresponding methods and information collection techniques. The third module includes applying statistical methods for data analysis in marketing research and the software product SPSS.
13. Recommended or required reading:  
Банчев П. Пазарни проучвания. С. 2006;  
Узунова Ю. и др. Маркетинг. ИУ Варна.2010.
14. Planned learning activities and teaching methods: academic lectures and seminars.
15. Assessment methods and criteria: on-going assessment based on: attendance, presentation of assigned tasks, tests. Students can get maximum 40 points as far as their overall assessment is concerned; Final assessment under taking a semester examination - a written one, with a maximum result of 60 points. The final exam is a written test. The overall number of points are 100. The grades are based on a scale (prenotified to students) .The assessment criteria are: thoroughness of knowledge, scientific precision and abilities to implement knowledge; literary awareness, professional thinking and ability to formulate decisions in concrete case studies.
16. Language of instruction: Bulgarian.
17. Work placement(s): none