

MARKETING AND MARKETING RESEARCH

Credit points:	3 CP
Study course annotation	<p>The course examines traditional marketing models, marketing transformation trends, pays attention to customer-oriented and relationship marketing, impression marketing and marketing research methodology and its application in solving the company's marketing tasks. <i>The aim of the study course</i> is to develop an understanding of marketing and marketing research and their use in the field of services.</p> <p>Tasks of the study course:</p> <ul style="list-style-type: none"> • To develop students' understanding of marketing and its peculiarities in the sphere of services; • To develop students' ability to generate, group, select, evaluate and use various ideas in the field of marketing; • To develop students' understanding of marketing research functions, research methods and their types, principles and principles of scientific research; • To develop the students' ability to identify the company's marketing problems, plan their research, analyze and discuss the research results; • To develop students' competencies to choose the most appropriate research, data processing and analysis methods for solving a problem situation and to apply them in practice.
Study course plan:	
No.	Topics
1	Introduction lecture. Definitions, concepts, marketing functions, market, marketing environment.
2	Marketing complex and its elements. The specifics of service marketing
3	Target audience and segmentation; customer-oriented marketing.
4	Marketing planning. Budgeting and control.
5	Marketing research and market research: essence, goals and objectives.
6	Quantitative and qualitative methods and data analysis. Sampling method
7	Primary data and research methods: preparation, management and analysis of results (survey, experiment, observation)
8	Secondary data in marketing research. Internal and External published information
9	Competitor research. Competitor analysis indicators. Benchmarking
10	Consumer analysis. Consumer Lifestyle Analysis. Consumer behavior in the service industries and entertainment
Study course results	Knowledge
	<p>1.1. Understands the nature of marketing, the difference between service marketing and product marketing and the peculiarities of marketing in entertainment industries;</p> <p>1.2. Able to determine the elements of the entertainment industry company's marketing complex, characterize their interaction and define relevant development directions;</p> <p>Defines factors influencing consumer behavior and understands customer service processes, their research methods.</p>
	Abilities
	<p>2.1. Able to analyze specific situations and draw independent conclusions about the use of the marketing complex in the organization's marketing process;</p> <p>2.2. Able to analyze the company's marketing environment, perform a comparative analysis of competitors and apply marketing research methods to analyze and forecast consumer behavior;</p> <p>Able to integrate, combine, combine various solutions in the field of marketing research. Based on the research results and the available information, student is able to develop solutions to problem situations in entertainment industry companies.</p>



	<p>Competences</p> <p>3.1. Able to analyze the company's marketing and apply theoretical knowledge in solving practical problem situations;</p> <p>3.2. Able to analyze independently found information necessary for a specific case and present it to others;</p> <p>3.3. Able to defend his opinion and participate/stimulate discussion.</p>
<p>Form of final examination:</p>	<p>Written theoretical and practical assignment: test and problem situation analysis and solution development</p>
<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia No. 141, No. 512, No. 240 and the "Regulations on Examinations and Tests of Study Courses at the Baltic International Academy" approved by the BIA Senate. decision no. 211, guided by the following criteria: volume and quality of acquired knowledge; acquired skills; acquired competence in accordance with the planned study results.</p>	
<p>Mandatory literature of the study course:</p>	
<ol style="list-style-type: none"> 1. Briķis G. "Organization and methodology of sociological research", Riga 2002, p. 64. 2. Phil, Chris, Marketing Communications. Engagements, Strategies and Practice. 4th ed. - Prentice Hall, 2006. - 911 p. 3. Malhotra Naresh K., Peterson M. Basic marketing research: a decision-making approach, 2nd ed., Pearson / Prentice Hall, 2006, 631 p. 	
<p>Study course supplementary literature:</p>	
<ol style="list-style-type: none"> 1. Churchill Gilbert A., Iacobucci Dawn, Marketing Research: Methodological Foundations, 10th ed., Cengage Learning, 2009, 624 p. 2. Kotler P., Keller KL Marketing management. Harlow: Pearson Education, (2016). 3. Kotler P., Kartajaya H., Setiawan I. Marketing 4.0: Moving from Traditional to Digital - NY: John Wiley & Sons, 2017. - 171 p. 4. Tourism Research Methods. Integrating Theory with Practice / ed. by Brent W. Ritchie, Peter Burns, Catherine Palmer. - CABI, 2008. - 232 p. 5. Wirtz, Jochen. Services marketing: people, technology, strategy. 8th edition. New Jersey, London: World Scientific. 2016. - 783 pages. 	
<p>Periodicals and other sources of information:</p>	
<ol style="list-style-type: none"> 1. Journal of Services Marketing, ISSN 08876045, UK: Emerald Group Publishing Ltd. _ 2. Review of Marketing Research. ISSN 15486435, 19447035. UK: Emerald Group Publishing Ltd. _ 3. Journal of the Academy of Marketing Science. Official Publication of the Academy of Marketing Science. Open access: https://link.springer.com/journal/11747/volumes-and-issues 	
<p>Changes and additions to the program and literature list are possible during the study process</p>	