



MARKETING RESEARCH

Credit Points:	3 CP
Study course annotation	<p>The aim of the study course is to provide knowledge about the methodology of marketing research and to understand its application in solving the company's marketing tasks.</p> <p>Tasks of the study course:</p> <ul style="list-style-type: none"> To provide students with knowledge about marketing research functions, research methods and their types; Create an understanding of the principles and principles of scientific research; create an understanding of the possibilities of applying marketing research in the field of tourism and hospitality; to develop students' ability to use secondary and primary information in the research process; collect, compile and analyze the information necessary for the improvement of the company's marketing activity; to develop the student's ability to implement a research project.
Study results	<p>Knowledge</p> <p>1.1. Understand the nature and types of marketing research methods;</p> <p>1.2. explain the differences and application possibilities of marketing methods in tourism and hospitality;</p> <p>1.3. identify sources of secondary and primary information;</p> <p>1.4. define factors affecting consumer behavior;</p> <p>1.5. denote the nature of sampling methods and their practical significance;</p> <p>be able to describe the principles of analysis of research results.</p>
	<p>Abilities</p> <p>2.1. Analyze industry, etc. statistical information;</p> <p>2.2. Analyze the company's marketing environment</p> <p>2.3. Conduct a comparative analysis of competitors;</p> <p>2.4. Apply marketing research methods to analyze and predict consumer behavior;</p> <p>2.5. Develop an empirical research plan for the respective problem, implement a research project, process data, interpret results and prepare a report.</p> <p>2.6. Calculate the required sample size and representativeness error;</p> <p>Calculate and compile a marketing research budget.</p>
	<p>Competences</p> <p>3.1. Plan the stages of the marketing research process and organize them;</p> <p>3.2. Critically evaluate the results of marketing research analysis and make a decision on their use for improving the company's operations;</p> <p>3.3. Present the results of the marketing research</p>
Study course plan:	
No.	Topics
1	Marketing research and market research: nature, goals and objectives . Directions of marketing research in tourism
2	Tasks and methods of analyzing the company's internal and external environment
3	Quantitative and qualitative methods and data analysis. Primary and secondary data. Statistical tourism data
4	Survey methods and types; their specifics, advantages and disadvantages.
5	Other primary data and research methods: preparation, management and analysis of results (experiment, observation)



6	Secondary data in marketing research. Document analysis methods. Content analysis. Media monitoring
7	Competitor research. Competitor analysis indicators. Benchmarking
8	Consumer analysis; Consumer Lifestyle. Consumer behavior in the service industry
9	Sampling method. Sample types and size. Representativeness of the sample.
10	Marketing research budget and required resources. Interpretation of obtained analysis results. Principles of developing a research report. Research ethics
Study results	Knowledge
	1.6. Understand the nature and types of marketing research methods; 1.7. explain the differences and application possibilities of marketing methods in tourism and hospitality; 1.8. identify sources of secondary and primary information; 1.9. define factors affecting consumer behavior; 1.10. denote the nature of sampling methods and their practical significance; be able to describe the principles of analysis of research results.
	Abilities
	2.7. Analyze industry, etc. statistical information; 2.8. Analyze the company's marketing environment 2.9. Conduct a comparative analysis of competitors; 2.10. Apply marketing research methods to analyze and predict consumer behavior; 2.11. Develop an empirical research plan for the respective problem, implement a research project, process data, interpret results and prepare a report. 2.12. Calculate the required sample size and representativeness error; Calculate and compile a marketing research budget.
	Competences
	3.1. Plan the stages of the marketing research process and organize them; 3.2. Critically evaluate the results of marketing research analysis and make a decision on their use for improving the company's operations; 3.3. Present the results of the marketing research
Form of final examination:	Project assignment: conducting research, analyzing results and developing a presentation; defense
Mandatory literature of the study course:	
<ol style="list-style-type: none"> 1. Freijjers , V. Tourism marketing. Market-oriented microeconomic and macroeconomic management of tourism / Valters Freijers ; from German translate Ilze Salna, Sandra Skuja. - Riga: Turība, 2011, 117-254. p. 2. Handbook of Research Methods in Tourism . Quantitative and Qualitative Approaches / ed . by Larry Dwyer , Alison Gill and Neel Seetaram . - USA: Edward Elgar, 2017, 514 p. 3. Malhotra Naresh K., Peterson M. Basic marketing research : a decision-making approach , 2nd ed ., Pearson / Prentice Hall , 2006, 631 p. 	
Study course supplementary literature :	
<ol style="list-style-type: none"> 1. Briķis G. "Organization and methodology of sociological research", Riga 2002, p. 64. 2. Churchill Gilbert A., Iacobucci Dawn , Marketing Research : Methodological Foundations , 10th ed ., Cengage Learning , 2009, 624 p. 3. Tourism Research Methods . Integrating Theory with Practice / ed . by Brent W. Ritchie , Peter Burns , Catherine Palmer. - CABI, 2008. – 232 p. 	
Periodicals and other sources of information:	
<ol style="list-style-type: none"> 1. Annals of Tourism Research , ISSN: 1873-7722. – Elsevier Ltd. , UK 2. Data collections for tourism statistics , https://ec.europa.eu/eurostat/web/tourism/data 	



3. Journal of Travel Research . Academic journal , ISSN 0047-2875. – Sage Publications Inc. _ Thousand Oaks , USA
4. Official statistics of Latvia. - <https://stat.gov.lv/lv>
5. Journal of Travel & Tourism Marketing . Academic journal , ISSN 1054-8408. Taylor & Francis Ltd , Abington , UK

Changes and additions to the program and literature list are possible during the study process