

Erasmus+ Programme 2014-2020

KA2 – Cooperation for innovation and the exchange of good practices

**Capacity Building in the field of Higher Education**

Project No. **585353-EPP-1-2017-1-RO-EPPKA2-CBHE-JP**

Project title: *Reinforce entrepreneurial and digital skills of students and teachers to enhance the modernization of higher education in MOLDOVA*

Project durations: 15/10/2017 – 14/10/2020



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Erasmus+ Programme  
of the European Union



## COURSE CATALOGUE

|   |                                    |  |  |
|---|------------------------------------|--|--|
| <b>Unit course: Advanced methods of marketing research</b>  |                                    |  |  |
| <b>Speciality: Business and Administration</b>  |                                    |  |  |
| <b>Course code:</b>   | <b>Number of credits: 5</b>        | <b>Semester: II</b>                                      | <b>Length: one semester</b>            |
| <b>Type of activities: 40</b><br><b>Course: 16</b><br><b>Seminar: 24</b><br><b>Laboratory:</b>  | <b>Number of hours</b>             |  | <b>Number of students:</b><br><b>8</b> |
|   | <b>Direct Contact</b><br><b>40</b> | <b>Indirect Contact / Individual study</b><br><b>110</b> |  |
| <b>Prerequisites:</b> to know the basic theoretical and applied concepts of marketing; to know the methods used in studying marketing; to identify the methods of organizing market research and consumer behavior; to analysis of the marketing system applied within an enterprise.   |                                    |  |  |
| <b>Course outcomes:</b><br>- developing the students' capacities and abilities in studying and applying the optimal methods of conducting marketing research in different contexts;<br>- studying the methods of conducting market research;<br>- studying and conceptualizing the typology of market research;<br>- conceptualizing the way and opportunity to conduct market research in different contexts.  |                                    |  |  |
| <b>Contents (descriptive):</b><br>Module 1. Introduction to marketing research;<br>Module 2. Development of the marketing research program<br>Module 3 Obtaining, measuring and scaling information in marketing research;<br>Module 4 The main methods of obtaining information in marketing research;<br>Module 5 Interpretation of information in marketing research;<br>Module 6 Forecasts in marketing research;<br>Module 7 Market research - content and importance<br>Module 8 Consumer behavior research |                                    |  |  |
| <b>Teaching and learning methods:</b><br>- Synchronous communication through peer review and mentoring activities, for in-class hours<br>- Asynchronous communication through project e-platform group collaboration, forums for questioning and problem solving, for on-line hours   |                                    |  |  |

**Assessment methods:**

case study, situation simulation, teamwork methods, logical thinking development methods, study of applicability the marketing methods

**Conditions for obtaining credits:**

**Developing the tests**

**Course Coordinator: Suslenco Alina, dr., lect. univ.**

**Course Holder: Suslenco Alina, dr. lect. univ.**

**Language of instruction: Romanian**

**Other Information:** this course was modernise with the support of European Union (Erasmus+ KA2 – Cooperation for innovation and the exchange of good practices, Capacity Building in the field of Higher Education, Project No. 585353-EPP-1-2017-1-RO-EPPKA2-CBHE-JP, Project title: Reinforce entrepreneurial and digital skills of students and teachers to enhance the modernization of higher education in MOLDOVA, <http://www.restart-eu.upb.ro/>