

MMM3040

Extended syllabus Spring 2026

Course aims/objectives:	The aim of this course is to provide basic knowledge of the theoretical foundations of market and marketing research and the use of research in practice, and to lead students to understand that digital technologies have shaped and reshaped the marketing research environment..
Learning outcomes:	Upon accomplishing the course, the student: 1) understands and appreciates the role of market and marketing research in marketing management and information systems 2) chooses the appropriate research method and can justify the choice 3) analyses the collected data and draw conclusions 4) has acquired skills in data visualization (graphs) for presenting the research results 5) can apply the acquired theory in marketing practice 6) has improved the teamwork skills.
Brief description of the course (topics):	Introduction to research objectives. Study design, quantitative and qualitative study. Research methods. Assignment of respondents, sample types, survey strategy. Primary statistical processing and analysis of results, comparison and illustration of results. Statistical and causal links. Generalization of survey results. Preparation of the study report. Ethics in marketing research. Digital changes in marketing research.
Language of the course:	English
ECTS credits:	6 ECTS
Students:	This is a compulsory course for students studying on TVTB programme.
Special needs:	Persons with disabilities can participate in this course. Please inform the professor(s) in the beginning of the course of any special instruction, or assessments of this course that may be necessary to enable you to fully participate in this course.
Registration:	Students who would like to take the course should declare the course in the ÕIS (Student Information System) by deadlines set in the academic calendar.
Prerequisite courses and/or knowledge:	Basic knowledge on statistics and marketing.
Prerequisite resources:	MS Office programmes. For free student download see the instructions https://wiki.ttu.ee/it/en/doc/office
Professor(s):	livi Riiivits-Arkonsuo, PhD, Assoc. Professor iivi.riivits@taltech.ee
Contacting Professor(s):	livi Riiivits-Arkonsuo, Soc-368
Schedule for classes:	Lectures (2x45 min) & seminars (2x45min)
Study process description:	Students must complete a project related to marketing research and planning process. Students will work in groups to complete the project, which will include a public presentation and answering the questions. Details about the requirements for the project will be presented to students in class.

Course's e-support:	Course materials can be accessed via the e-learning environment Moodle under the course title MMM3040. Students can enrol to the course themselves using the password: (will get in the kick-off meeting) If you have no Moodle account yet, please create it by filling in the registration form at https://moodle.hitsa.ee/login/signup.php?lang=en
Study literature:	Essentials of marketing research / Joseph F. Hair, Jr., David J. Ortinau, Dana E. Harrison, 2024 Marketing research: a managerial approach / Al Marshall. 2023
Continuous assessment:	<ol style="list-style-type: none"> 1. Marketing research Industry in selected country (session 3) oral presentation 2. MRMP project as the output of the knowledges gained during the course (last week), oral presentation. 3. Written tests (sessions 4-5) 4. Participation and contribution in seminars
Evaluation criteria for continuous assessment:	Details about the requirements for each part of activity will be presented to students in class.
Exam:	<p>The prerequisites on written examination: Participation at classes, presentation at class, performance of a research assignments meeting the requirements and agreements.</p> <p>The students have 1 h to take the exam. All material assigned, discussed, or presented in class— cases, exercises and lecture material may be examined.</p>
Evaluation criteria for the exam:	<p>Knowledge of MR concepts –</p> <p>"1" minimal knowledge of theories, concepts and terms "2" partial knowledge of concepts considered in the course "3" occasional mistakes interpreting the concepts and theories "4" knowledgeable of the considered concepts and theories "5" the examination confirms an excellent level of knowledge in theory</p> <p>Exemplification</p> <p>"1" practical examples are very minimalistic "2" scarce ability to exemplify concepts in focus "3" sufficient ability to exemplify concepts without major mistakes "4" sufficient ability to present correct examples on concepts concerned "5" examples/cases illustrating the theory are outstanding.</p>
Final grade:	<p>Written exam 30% (Learning outcomes 1-2, 5) + Projects 40% (Learning outcomes 3-6) + exercises 30% (Learning outcomes 2-4).</p> <p>The sum of points for each item is converted into a grade using the following principles:</p> <p>"5" excellent 91-100 "4" very good 81-90 "3" good 71-80 "2" satisfactory 61-70 "1" poor 51-60 "0" fail less than 51</p>
Academic integrity:	As a student at TTÜ School of Business and Governance, you have an obligation to conduct your academic work with honesty and integrity according to university standards. It is expected that all work that you submit will be your own, and that you have done the work that you are submitting. Plagiarism and cheating will not be tolerated. Should you be found to be guilty of such activities, it will be followed with grade "0" for the assignment/exam and a notice will be filed to the School's Committee for Handling Violations of Academic Practice and Contemptible Behaviour. Depending on the Committee's proposal, it may lead to Dean issuing a

letter of reprimand or in case of repeated or very severe misconduct, exmatriculation from the University.

Detailed schedule and topics

The semester plan is **preliminary** and might be changed in case of cancellations, changes in available reading material, etc.

Follow instructions on Moodle, schedule there and topics are updated!

Session 1

Lecture- Our learning objectives. Course schedule. Assignments. How to pass this course? Classroom and grading policy. Student profile. Market research and marketing research, the key roles of marketing information. Marketing research and marketing planning process. Digital transformations.

In-class – Instructions for desk research (presentations week 3) and project (presentation session 8)

Discussion market research trends in 2026.

Session 2

Lecture- Defining the research problem Research questions and survey questions. Measurement, question formats.

In-class - Applied Exercise 1 (completed in groups or individually). Assessment – pass/fail

In this exercise, you will select the company or brand for which you will conduct research during the marketing research course. You will also identify the research problem and formulate the corresponding research questions.

Session 3

Lecture - Classification of MR methods. Qualitative and quantitative approaches. Mixed methods. Marketing research industry.

Before-class –Market Research Industry - what is the full-service provider?

In-class Deadline for the desk research – Marketing Research in your country (maximum 10 points).

Oral presentation in PPT format.

If more than one student is from the same country, you may complete this assignment as a group. All other students must complete the assignment individually.

Content of the presentation:

1. Macroeconomics fact sheet, resources, economy, industry, trade - briefly
2. Tell us any interesting facts about your country.
3. Who are the players in the market? What agencies? (**only full-service providers**). International and local market research companies
4. Sources

Session 4

Lecture: Question formats, designing the questionnaire. **Exercise 2/1, testing your knowledge:** true or false options and single choice (**maximum 5 points**).

Exercise sessions 4-7

After attending the seminar, you must understand:

Why socio-demographic background information is collected in marketing research (e.g., to describe the sample, segment respondents, compare groups, and ensure representativeness).

How to correctly design and present charts for socio-demographic data, including: bar charts, pie charts, 100% stacked bar charts

You do not need to submit this exercise during this session.

However, keep your exercise file, as you will need it in Session 5.

Session 5

Lecture – Sample and sampling. **Exercise 2/2, testing your knowledge (maximum 5 points):** Terms to be tested (single choice) - sample and census; probability sample and non-probability samples (convenience, judgement, quota, snowball); increasing and decreasing the sample size; conditions the generalization the survey results to the entire population.

In-class – exercise – chart types, understanding and interpreting the survey data.

Working on data. Excel charts. Completed in pairs, groups or individually. Submission - **Exercise 3.** Word file! Charts (bar, 100% stacked bar, pie) with titles and short analysis. **Maximum 10 points.**

Session 6

Lecture – Consumer insight. Qualitative methods. Why are projective techniques used? Consumer Insight. Integrated consumer view.

Submission – introspective narrative.

Session 7

Lecture – Consumer insight. Examples - how do the professional research agencies report the study results?

Seminar - Marketing planning – canvas. Planning the consumer journey

Take the opportunity to show me your survey files, preliminary reports, etc. for next week's presentations. If you have questions related to presentations, do not hesitate to ask.

Submission Exercise 4 – working with qualitative data (based on narratives you have developed), **Maximum 10 points.**

Session 8

Communicating the results is a crucial element of every market research study. You will demonstrate what you have learned during this course and will present your survey results. **(Learning outcomes 3-6).**

The assignment must be presented in the form of PPT slides only; no written report is required. The presentation should begin with a title slide that includes the title of the project and the names of all team members. This should be followed by an overview of the research framework, including the research problem, the research questions, and the aim of the study. You should also describe the methodology by briefly explaining how the study was conducted, who participated, and when the data collection took place.

The main part of the presentation consists of the survey results. All charts must be correctly designed using percentages and without decimals. You must clearly indicate the number of respondents and provide interpretative comments on the findings. The survey questions themselves should also be shown.

The final slides of the presentation must summarise the key findings and present recommendations relevant to marketing planning. The questionnaire used in the project should be included as an appendix at the end of the slide deck.

Each team has 10–12 minutes to present their survey results. During this time, you should focus on the most essential aspects of the project, highlighting the core insights and implications.

Rehearse well. 5 points will be awarded based on the flow of the presentation.

+ Every group will get extra task - writing review for co-student's work. Your score depends on how you complete this assignment. Every team will see how their work was evaluated.

Totally, you will get max 20 points. + Writing peer review 10 points.