

TMM 2440 MARKET RESEARCH AND MARKET PLANNING

METHOD OF ASSESSMENT	ASSESSMENT CRITERIA
Desk research based on secondary data	<p>MR in my country - mapping of research market (team work if more than one student of the same country of origin)</p> <p><u>Manner and technique of oral presentation –</u></p> <p>2 – presentation illogical, little informative and visually abstruse</p> <p>3- the same as 2</p> <p>4 - presentation logical, informative and visually well accessible.</p>
Group works (assignments) + personal contribution	<p>Group work + class attendance – actively respond, express viewpoints, challenge fellow students</p> <p><u>Group work</u></p> <p>Project arrangement - contribution to your group’s working session.</p> <p>Identifying a problem, draw up the questionnaire, collecting data. Marketing plan.</p> <p>2 – weak co-ordination of individual tasks in the group</p> <p>3 – incomplete co-ordination of individual tasks in the group</p> <p>4 – individual tasks in the group co-ordinated</p> <p><u>Participation in the discussion</u></p> <p>2 – passive participation</p> <p>3- argumentation built on common sense/non scientific knowledge</p> <p>4 – scientific argumentation supported by subjective marketing intelligence experience</p>
Research project	<p>Draft of a research plan (team work) which should include:</p> <ul style="list-style-type: none"> Problem definition Determining the research object and aims of the survey Methodology description and sample plan Structured questionnaire <p>Research project which should include:</p> <ul style="list-style-type: none"> Conducting the survey Data input and analyzing Reporting the survey results <p><u>Meeting the objectives set for the research</u></p> <p>2 - performance of the task does not meet entirely the research objectives</p> <p>3 - cursory performance of the research task</p> <p>4 - research task performed with profound care</p> <p>Presentation of the research results in a written report (PPT)</p> <p>2 - insufficient presentation of research material with occasional failure in the logics of conclusions</p> <p>3 - logical but cursory presentation of research results</p> <p>4 - sufficient, logical, interesting way of presenting the results</p> <p><u>Manner and technique of oral presentation –</u></p>

	<p>2 – presentation illogical, little informative and visually abstruse</p> <p>3- the same as 2</p> <p>4 - presentation logical, informative and visually well accessible</p>
Written exam	<p>Written exam consists of a test part (with selected answers) and questions requiring textual answers.</p> <p>All material assigned, discussed, or presented in class—readings, cases, exercises, handouts and lecture material (including guest lecturers)—may be examined.</p> <p><u>Knowledge of MR concepts -</u></p> <p>2- partial knowledge of concepts considered in the course</p> <p>3- occasional mistakes interpreting the concepts</p> <p>4- knowledgeable of the considered concepts.</p> <p><u>Exemplification</u></p> <p>2- scarce ability to exemplify concepts in focus</p> <p>3 - sufficient ability to exemplify concepts without major mistakes</p> <p>4 - sufficient ability to present correct examples on concepts concerned.</p>
PREREQUISITIES FOR AN EXAMINATION	Participation in classes, presentation in class, performance of a research assignments meeting the requirements and agreements
FINAL ASSESSMENT	<p>The final grade is defined by:</p> <p>Desk Research – 10%</p> <p>Assignments in classes -20%</p> <p>Research project – 20%</p> <p>Written exam – 50%</p>