

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

**ЗАТВЕРДЖЕНО**

на засіданні кафедри маркетингу  
Протокол № 2 від 02.09.2024 р.



Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО

**МАРКЕТИНГОВІ ДОСЛІДЖЕННЯ**

**робоча програма навчальної дисципліни (РПНД)**

Галузь знань  
Спеціальність  
Освітній рівень  
Освітня програма

**07 "Управління та адміністрування"**  
**075 "Маркетинг"**  
**перший (бакалаврський)**  
**"Маркетинг"**

Статус дисципліни

Мова викладання, навчання та оцінювання

**обов'язкова**

**англійська**

Розробник:  
к.е.н., доцент

Марина УС

Завідувач кафедри  
маркетингу

Людмила ГРИНЕВИЧ

Гарант програми

Олена НЕБИЛИЦЯ

**Харків  
2024**

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

**APPROVED**

at the meeting of the department  
marketing

Protocol № 2 of 02.09.2024



**AGREED**

Director for educational and methodical work

Karina NEMASHKALO

**MARKETING RESEARCH**

Program of the course

Field of knowledge

Specialty

Study cycle

Study programme

**07 "Management and Administration"**

**075 "Marketing"**

**first (bachelor)**

**"Marketing"**

Course status

Language

**mandatory**

**English**

Developers:

PhD (Economics),

Associate Professor

Maryna US

Head of Management and

Business Department

Lyudmyla HRYNEVYCH

Head

of Study Programme

Olena NEBYLYTSIA

**Kharkiv**

**2024**

## INTRODUCTION

Successful functioning and development in modern business conditions is impossible without adaptation to constant market changes, which are characterized by their dynamism and unpredictability. At the same time, the main means of adaptation to such changes in the market environment are timely and justified management decisions of top management of enterprises and organizations, which are based on complete, reliable and timely information.

The development of market relations and the increase in the competitiveness of individual industries have led to the fact that enterprises and other business entities are increasingly using the results of marketing research in developing strategies for organizing activities and development in order to achieve set goals and make informed decisions. This has led to increased attention, quality and number of orders for marketing research. In this regard, the importance and necessity of the issues considered within this educational component are significantly increasing. In order to organize effective marketing activities and make optimal management decisions, a future marketer needs to know the complexity, influence and interaction of various factors of the market environment that affect the efficiency of the enterprise.

The purpose of the course: the formation of theoretical knowledge and practical skills regarding the methodological, technological and content aspects of planning, organizing and conducting marketing research, an idea of the possibilities of using their results to make appropriate marketing, organizational and production decisions.

The objectives of the course are:

studying categories, methods and algorithms of marketing research;

formation of theoretical knowledge and practical skills in selecting and using methods and tools for collecting, storing and analyzing marketing information, presenting the results obtained and their visualization;

acquiring skills in creatively searching for reserves to improve the marketing activities of the enterprise based on the results of marketing research.

The object of studying the course is the process of marketing research to substantiate marketing, organizational, and production decisions.

The subject of the course is methods and processes for studying the conditions of the business environment of an enterprise, which ensure its effective interaction with consumers and other market entities in modern conditions.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

### Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO3	GC7, GC13
LO5	GC6, SC12, SC14
LO8	SC1, SC13
LO9	SC13
LO11	GC12, SC8

LO13	SC8, SC14
LO15	GC13, SC13
LO19	SC15

where, LO3. Apply acquired theoretical knowledge to solve practical problems in the field of marketing.

LO5. Identify and analyze key characteristics of marketing systems at different levels, as well as the behavioral characteristics of their subjects.

LO8. Apply innovative approaches to conducting marketing activities of a market entity, flexibly adapt to changes in the marketing environment.

LO9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

LO11. Demonstrate the ability to apply an interdisciplinary approach and perform marketing functions of a market entity.

LO13. Be responsible for the results of one's activities, demonstrate entrepreneurial and managerial initiative skills.

LO15. Act socially responsible and socially conscious based on ethical marketing principles, respect for cultural diversity and civil society values, while respecting individual rights and freedoms.

LO19. Demonstrate skills in developing creative marketing campaigns

GC6. Knowledge and understanding of the subject area and understanding of professional activity.

GC7. Ability to apply knowledge in practical situations.

GC12. Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity).

GC13. Ability to work in an international context.

SK1. The ability to logically and consistently reproduce the acquired knowledge of the marketing subject area.

SK8. Ability to develop marketing support for business development in conditions of uncertainty.

SK12. Ability to justify, present and implement research results in the field of marketing.

SK13. Ability to plan and implement effective marketing activities of a market entity in a cross-functional context.

SK14. Ability to suggest improvements to marketing functions.

SK15. Ability to develop creative marketing campaigns.

## **COURSE CONTENT**

### **Content module 1. Theoretical bases of marketing research.**

#### **Topic 1. The essence and system of marketing research.**

##### **1.1. The essence of marketing research.**

The essence and scope of marketing research. The role, tasks, functions and principles of conducting marketing research. World practice of marketing research. International Code of Conduct for Market, Public and Social Research and Data Analysis (code ICC/ESOMAR). The formation and state of marketing research in Ukraine.

## **1.2. Methods underlying the scientific approach to research.**

The main distinguishing features of the scientific approach to conducting marketing research. The method of induction and the method of deduction as methods underlying the scientific approach to research. The role of the hypothesis in conducting research. The process of putting forward hypotheses. Types of hypotheses.

## **1.3. The place of marketing research in the marketing system and marketing activities of the enterprise.**

The meaning and purpose of marketing research. The place of marketing research in the marketing system at the enterprise. Conditions for the feasibility and necessity of marketing research. Marketing research as the basis for developing a marketing strategy. Types of marketing research. Requirements for marketing research. Directions for increasing the effectiveness of marketing research.

## **Topic 2. Information in marketing research.**

### **2.1. Types of information and criteria for its relevance to research.**

The need and significance of marketing information. Classification of marketing information. Requirements for the quality of information in marketing research. Advantages and disadvantages of primary and secondary information. Sources of secondary marketing information. The role and capabilities of AI in the process of collecting information. Sources of market information for marketing research. Secondary marketing information in Ukraine. Syndicated information.

### **2.2. General characteristics of marketing information providers and the specifics of working with them.**

Forms of organizing marketing research. Types of external suppliers of marketing information. Market and main subjects of marketing research. Syndicated and individualized services in the process of marketing research. Advantages and disadvantages of external suppliers of information. Criteria for choosing a research company for conducting marketing research.

### **2.3. Structure of the marketing information system.**

Information support and marketing information system (marketing information system). Prerequisites for creating a marketing information system at an enterprise. Structure of a marketing information system (MIS). Functions and types of MIS.

### **2.4. Marketing research system.**

Internal accounting system (internal reporting) at the enterprise. Marketing reference system. Marketing intelligence Marketing research system. Marketing decision-making system (marketing information analysis. Model bank and database.

### **2.5. The role of the questionnaire in marketing research.**

The essence and role of the questionnaire in marketing research. Determining the content of the questionnaire. Approaches to formulating questions. Forms of formulating questions. An approach based on formulating direct questions. An approach based on formulating indirect questions. Analytical approach. Determining the order of questions when constructing a questionnaire. Adopting a split ballot. Designing and pre-testing the questionnaire. Tools and services for conducting online surveys: Simpoll, SurveyMonkey, Google Forms and others.

### **Topic 3. Structure and process of marketing research.**

#### **3.1. Stages of planning the marketing research process and their features.**

The essence and stages of the marketing research process planning. Setting a problem that requires a solution. Formulating hypotheses. Developing a research plan. Main types of plans, components of the plan stages; research methods; research schedule; marketing research costs. The concept of sampling. Types of sampling. Selection methods: random, systematic, cluster, stratified. Sampling errors. Sources of sampling errors: measurement, non-response during the survey, processing of sample data, random causes. Determining the volume and procedure of sampling. Developing a sample research plan. The essence and problems of measurement. Types and properties of measurement scales. Varieties of scales for measuring qualitative variables. Features of measuring qualitative variables using item scales.

#### **3.2. Stages of implementing marketing research.**

The main stages of implementing marketing research and their features. Organization and conduct of data collection. Control over the data collection process. Processing and analysis of collected data. Interpretation of research results and formulation of conclusions

#### **3.3. Structure of a scientific report on the results of marketing research.**

Structure of a scientific report on the results of marketing research. Summary, introduction, features of compilation. Introductory part. Description of the methodology for studying the problem. Interpretation of the research results. Recommendations. Presentation and preparation of the report on the results of the research. Standards for the preparation of scientific and technical documentation.

#### **3.4. Types of marketing research.**

Classification of types of marketing research and areas of market research. Goals and types of exploratory research. Goals and objectives of descriptive research. Goals, objectives and features of explanatory research. The concept of causality. Features of international marketing research.

### **Topic 4. Methods of collecting and processing primary information in marketing research.**

#### **4.1. Classification of methods for collecting primary information.**

Classification of primary information collection methods. The relationship between quantitative and qualitative research methods. Combined methods of primary information collection. The concept of scientific observation. Observation methods. Features of observation in marketing research, conditions for its application in various types of research. Advantages and disadvantages of the observation method. Observation tools. Difficulties in conducting observation. The role of the observer. Types of marketing observations. Retail audit: specifics, purpose, specifics of use and sampling features. Mystery shopping, Secret shopper as a type of included observation: specifics, purpose, specifics of use. Communicative research methods. Experiment as a method of collecting primary information for explanatory research. Types of experiments: laboratory, natural, formative. The concept of a marketing experiment and its logical structure. Laboratory and market experiments. Trial

marketing: standard trial marketing, controlled trial marketing, modulated trial marketing methodology. The problem of experiment control. Internal and external validity of the experiment.

#### **4.2. Communicative methods of collecting primary information.**

Features of using communicative methods of collecting information. Classification, advantages and disadvantages of communicative methods of collecting information. Methods of communication when conducting a survey. Methods of surveying consumers. Algorithm of the survey. Techniques for preparing questionnaires and conducting surveys. Selection and training of interviewers. Survey methods: by telephone, in person, by mail, by email. Qualitative research methods: focus groups, in-depth interviews, protocol analysis, projection methods. General characteristics of the expert assessment method. Expert surveys conducted in several rounds. The concept and essence of compiling a guide. Panel surveys, their specifics, varieties: trade panel, industrial panel, consumer panel, expert panel. Use of questionnaire omnibuses in marketing research.

#### **4.3. Advantages and disadvantages of existing methods of collecting information.**

Advantages and disadvantages of modern methods of collecting information. Criteria and principles for choosing primary research methods. Comparability of data obtained in the process of marketing research.

#### **4.4. Methods and tools for processing and analyzing marketing information.**

Data preprocessing. Evolution of data analysis methods in marketing research. Statistical analysis methods in marketing research. Impact of digitalization on marketing research. Role of artificial intelligence at different stages of research. Research functions covered by software products.

### **Content module 2. Marketing research directions.**

#### **Topic 5. Marketing research of the market.**

##### **5.1. The concept of the market and the study of market conditions**

The concept of the market and its types. Accessible, target and penetration market. Directions and content of market research. Comprehensive market characteristics. The essence of the market situation. Stages of conducting a market situation study. Analysis of the dynamics of macro indicators. Research into the development trends of the general economic situation and the commodity situation of interdependent markets. Assessment of the factors that form the situation. States and types of market conditions. Market stability. Trend.

##### **5.2. Study of the capacity of commodity markets, its dynamics and reasons for changes.**

The essence and calculation of market capacity (capacity). Research on the capacity of commodity markets. Absolute and relative market capacity. The time factor in assessing market capacity. Dynamics of market capacity. The main reasons for market changes.

##### **5.3. Segmentation criteria and methods.**

The concept of a segment in marketing. The essence of market segmentation.

The essence and relationship of market aggregation and segmentation. Conditions for effective segmentation. Market segmentation algorithm. Macro- and micro-segmentation. Signs of market segmentation. Differences between consumer and industrial market segmentation. Construction of a segmentation grid. Selection of target segments. Criteria and procedure for selecting a target segment. Criteria for behavioral segmentation. Research on product selection criteria by consumers.

#### **5.4. Market development forecasts.**

The essence and types of forecasts. Long-, medium- and short-term forecasts of market development. Factors influencing the sales forecast. Main economic indicators used in sales forecasting. Stages of forecasting.

#### **5.5. Forecasting methods in marketing research.**

Quantitative and qualitative forecasting methods. Methods of mathematical statistics and modern forecasting methods. Market demand as a function of production capabilities under different market environment conditions. Methods of determining demand. Sales potential of the company. Sales forecasting. Using expert methods of obtaining information for sales forecasting: group discussion; individual interview with experts; Delphi method. Marketing analysis. Marketing research in the distribution channels of the enterprise. Forecasting the attitude of consumers to new products and their production volumes. Studying the consumer properties of new products: taste, design, price; assessing the probability of purchase.

### **Topic 6. Research on the competitive environment and competitors.**

#### **6.1. Research of the competitive environment.**

The essence of competition and its types (product, price, unfair). Strategies of competitive struggle, its patterns and rules. Methodological approaches to assessing the competitive environment of product markets. Analysis of the state and factors of the competitive environment.

#### **6.2. Research on competitors' positions in the market.**

Competitor analysis and their classification. Research to refine the list of priority competitors. Research on the positions of competitors in the market. The concept of competitiveness in the industry: existing competitors, potential competitors, threat of substitute goods; strength of supplier positions; strength of buyer positions (M. Porter's five competitive forces model). Competitive strategies. Factors of enterprise competitiveness. Methods of assessing enterprise competitiveness. Matrix methods in competitor research. Determining the company's place in relation to competitors.

#### **6.3. Research on product competitiveness.**

Research on the competitiveness of products, its key indicators. Research on the competitiveness (comparative effectiveness) of marketing activities. Identification of the advantages and disadvantages of the company's products compared to competitors. Quality assessment. Study of competitors' measures to improve products of similar purpose. Analysis of price factors for increasing the competitiveness of products. Product value.



## **Topic 7. Research on consumer behavior.**

### **7.1. The essence and theoretical foundations of consumer behavior research.**

Consumer behavior models. The process of making purchasing decisions in consumer marketing. Information search. Evaluation of alternatives. Evaluation criteria. Purchase decisions. Study of post-purchase behavior. Situational influences on the process of making purchasing decisions. Sociocultural influence on consumer behavior: culture, subculture, social classes, reference groups, personal influence. The "black box" of the consumer. Motivation and personality of the consumer. Values, beliefs, consumer attitudes. Lifestyle, role and status of the consumer. Perception, risks and incentives. Feelings, requests, preferences and learning. Orientation and cognitive dissonances in the study of consumer behavior. Generational theory and features of consumer behavior during martial law.

### **7.2. Qualitative research on consumer behavior.**

Qualitative research on consumer behavior. Research on motivational factors. Focus groups. In-depth interviews. Observation of consumer activities followed by discussion with consumers. Associative conversations. Projective tests. Retrospective conversations. Conversations based on creative imagination. Conversations that generate doubts and worries. Group discussions. Development of a list of search questions for diagnosing the consumer decision-making process.

### **7.3. Measurement of consumers' behavioral response**

Behavioral response functions. Methods for studying the consumer's attitude to the company and the product it produces. Study of factors that determine the company's image and the volume and satisfaction with the purchase. Study of the consumer's attitude to the brand of goods and their assessment of this brand of goods. Methods for studying the level of satisfaction of consumer needs: identification of important parameters of the product, the level of satisfaction with these parameters. Level of loyalty and level of involvement. Study of the opinions of those who are dissatisfied with the product. Matrix research methods. Consumer loyalty index. Calculation methods and reasons for changes.

## **Topic 8. Marketing research of the enterprise and its internal environment.**

### **8.1. Analysis of competitive advantages and competitiveness factors of the enterprise.**

Analysis of key factors of competitiveness. The concept of competitive advantages. Assessment of the level of marketing potential of the enterprise. Research of parameters and results of business operations of the enterprise. Research of the activity of the enterprise and its individual subsystems in comparison with the parameters, characteristics and trends of the activity of other competing enterprises. Method of comparison of ratings. Method of pairwise comparison. Marketing research at the stage of business analysis. Analysis of the strengths and weaknesses of the enterprise with an assessment of the possibilities of their implementation or overcoming. Identification of the strengths of the enterprise with an assessment of the probability of implementation and weaknesses with an assessment of the possibilities and their overcoming. SWOT analysis.

## **8.2. Analysis of the enterprise's image.**

The essence and types of corporate image. Approaches to constructing corporate image. Research on the image of a company (enterprise) and its individuality. Issues considered when conducting image research.

## **8.3. The specifics of services affecting marketing research.**

Differences between services and goods. Specificity of services that affect marketing research. Specialization of services. Quality of services and its evaluation. Features of clients in the non-profit sector. Factors that determine pricing in the services market. Features of marketing research in the services sector. Organization of marketing research in the services sector. Types of marketing research used in the services sector. Criteria for assessing the attractiveness of the services market. Features of quantitative and qualitative research in the services sector. Advertising research in the services sector.

## **8.4. Internal marketing and system of enterprise services.**

The concept of internal marketing. Internal marketing product. Aspects of internal marketing research. Research on the company's personnel. Motivation, motivational factors and types of stimulation of its own employees. Methods for assessing employee loyalty to the company and relationships within the team.

## **Topic 9. Marketing research on brands.**

### **9.1. Analysis of brand loyalty.**

The concept of a trademark, brand: commonalities and differences. Determining brand popularity. Analysis of brand loyalty. Methods for measuring consumer satisfaction - dissatisfaction with the brand (image) of the company. The concept of brand loyalty. The process of determining consumer loyalty to the brand.

### **9.2. Testing the concept of creating a new brand**

Brand components. Brand classification. "Brand wheel". Brand creation algorithm. Testing the concept of creating a new brand, testing the name and logo. Strategies for creating a new brand.

### **9.3. Research methods used in choosing brand positioning.**

Brand positioning. Research methods when choosing brand positioning. Methods for measuring share of voice (SOV) and its application in research and marketing analysis. Tools for measuring SOV.

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

**The list of practical (seminar) ) / laboratory studies**

Name of the topic and/or task	Content
Topic 1. Task 1.	Group work on justifying the importance and role of marketing research in the enterprise, as well as determining the conditions for the feasibility and effectiveness of marketing research.
Topic 2. Task 2.	Search for reliable sources of external marketing information. Classification of marketing information. Analysis of market research providers and their services
Topic 3. Task 3.	Development of a marketing research plan, calculation of the

	sample size for the study, construction of quantitative scales for measuring qualitative variables, and processing of measurement results.
Topic 4. Task 4.	Preparation of working documentation for conducting a survey (questionnaire/interview guide) with justification of the included questions
Topic 5. Task 5.	Calculation of the market uniformity level and determination of the market capacity and its target segment
Topic 6. Task 6.	Research on competitors' positions in the market, construction of a competitiveness polygon with the determination of the integral competitiveness index
Topic 7. Task 7.	Measurement of consumers' behavioral response and study of consumer preferences in purchase decision-making
Topic 8. Task 8.	Interpretation of the results of marketing analysis of the internal marketing environment with the development of recommendations based on the marketing research findings
Topic 9. Task 9.	Determination of customer satisfaction-dissatisfaction with the brand (image) of the company. Determination of brand loyalty level

The list of self-studies in the course is given in table 3.

Table 3

### List of self-studies

Name of the topic and/or task	Content
Topic 1 - 9	Studying lecture material
Topic 1-5, 7, 8, 9	Preparation for practical classes
Topic 2, 4, 5, 6	Preparation for laboratory sessions
Topic 2	Preparation of homework task
Topic 8	Preparation of multimedia presentation
Topic 9	Completion of an educational and research task
Topic 1 - 9	Exam preparation

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

## TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topic 2, 3, 4, 5 7, 8, 9), problem lecture (Topic 1, 5), lecture-dialogue (Topic 2)).

Visual (demonstration (Topic 1-9)).

Practical (practical work (Topic 1-5, 7, 8, 9), laboratory work (Topic 2, 4, 5, 6), case method (Topic 2), (presentation (Topic 8), preparation of a report based on the results of an individual or group educational and research task (Topic 9)).

## FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

**Current control** is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as an exam: maximum amount is 60 points; minimum amount required is 35 points.

**The final control** includes current control and an exam.

**Semester control** is carried out in the form of a semester exam.

The maximum score that a student can receive during an exam is 40 points. The minimum score at which an exam is considered passed is 25 points.

**The final grade in the course** is determined for disciplines with a form of exam, the final grade is the amount of all points received during the current control and the exam grade.

During the teaching of the course, the following control measures are used:

Current control: tasks on topics (20), homework (6), individual educational and research tasks (project) (10 points), written control work (6 points), colloquium (10 points), presentation (8 points).

Semester control: Exam (40 points)/

More detailed information on the assessment system is provided in the technological card of the course.

An example of an exam card and assessment criteria.

### Sample exam card

Simon Kuznets Kharkiv National University of Economics

First (bachelor's) study cycle

Specialty "Marketing"

Study program "Marketing".

Semester V

Course "Marketing Research"

#### EXAM CARD No. 1

#### **Task 1 (test). (10 points)**

1	What is an open-ended question? A. A question with pre-developed possible answers, from which multiple options can be selected. B. A question that is asked orally. C. A question where possible answer options are not pre-developed. D. A question with pre-developed possible answers, from which only one option can be selected.
---	---

2	<p>The process of categorizing questionnaire data and presenting it in a standardized form, usually numerical, is called:</p> <p>A. Editing. B. Coding. C. Tabulation. D. Weighting.</p>
3	<p>In which market is segmentation impossible?</p> <p>A. Oligopolistic. B. Heterogeneous. C. Homogeneous. D. Monopolistic competition.</p>
4	<p>The search, evaluation, and learning from the best business examples, regardless of their size, industry, or geographic location, is called:</p> <p>A. Marketing intelligence. B. Qualitative research. C. Economic analysis. D. Benchmarking.</p>
5	<p>What is the first stage of marketing research?:</p> <p>A. Identifying the problem and formulating objectives. B. Developing the research plan. C. Implementing the research plan. D. Collecting primary data.</p>
6	<p>What type of research is used for collecting and evaluating secondary information?</p> <p>A. Field research. B. Desk research. C. Descriptive research. D. Experimental research..</p>
7	<p>A part of the population that reflects its structure and maintains its proportions is called:</p> <p>A. Working hypothesis. B. Benchmarking. C. Sample. D. Respondent.</p>
8	<p>From the perspective of visual representation, scales can be grouped into the following categories:</p> <p>A. Verbal, numerical, mixed, graphical. B. Verbal, one-directional, two-directional, mixed. C. Numerical, mixed, graphical. D. Symmetrical, asymmetrical.</p>
9	<p>A multi-purpose panel, as a method of data collection, is:</p> <p>A. A permanent sample of respondents used for systematic surveys in which questions may relate to different types of products across various observation periods. B. A sample of respondents used to measure different variables through observation. C. A permanent sample of respondents used to measure different variables through experiments. D. Different locations where the same respondents are systematically surveyed.</p>
10	<p>What is content analysis?</p> <p>A. Developing a detailed bibliographic reference. B. Studying specific sources of examined information. C. Quantitative analysis of the reviewed document. D. A qualitative-quantitative analysis method that involves recording specific content units.</p>

**Task 2 (diagnostic). (14 points)**

Lviv confectionery factory "Світоч" plans to launch a new brand of cookies in a specific geographic region. Define and calculate the annual potential market capacity, given the following data: the population of the region is 62,000 people. The average monthly income per person is 8,145 UAH/person. The proportion of income spent on food products is 34%, and on confectionery products is 6% of the amount spent on food products. 43% of the amount spent on confectionery products goes to candies. The proportion of money spent on caramel candies is 19% of the amount spent on candies. Provide a conclusion about the advantages and disadvantages of the method used for calculating the market capacity.

**Task 3 (heuristic). (16 points)**

One of the dynamically developing commercial banks in Ukraine, which is represented in all key sectors of the banking industry, including servicing private and corporate clients, approached a marketing agency to organize a study to obtain objective information about the quality of service at the bank's branches based on the following parameters:

customer service quality for individual clients (from the meeting to the completion of the dialogue);

correspondence to specific components of customer satisfaction (ability to listen to the customer and understand the issue, politeness, interest in providing consultation, clear and complete explanations, absence of long pauses and delays, etc.).

As a representative of the marketing agency, you are required to propose the type, methodology, and technology for conducting a marketing research study on the specified issue. Justify your response.

Minutes No. \_\_\_\_ of “ \_\_\_\_ ” \_\_\_\_\_ 20 \_\_\_\_ approved at the meeting of the Marketing Department.

Examiner, Candidate of Economic Sciences, Associate Professor Us M.I.

Head of the Department, Doctor of Economics, Prof. Grynevych L.V.

**Evaluation criteria**

**Final exam scores consist** of the sum of the points for completing all tasks, rounded to a whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages that differ in complexity, laboriousness, and importance for solving the task. Therefore, individual tasks and stages of their solution are evaluated separately from each other as follows:

**Task 1 (test). (10 points)**

For each correct test – 1 point.

Table 4

Task	Mark	Evaluation criteria
<b>Task 2 (diagnostic task)) (14 points)</b>	1-5	Errors were made in the calculations, indicators were incorrectly interpreted, or incorrect conclusions were drawn
	6-8	The task is incomplete, the units of measurement are not specified, the conclusions are incorrect or missing, and the calculation formulas are not provided

	9-12	The task is fully completed, with no errors in the designation of units of measurement. However, there is incorrect interpretation of indicators or incorrect conclusions, and the calculation formulas are not provided
	13-14	The task is fully completed, with no errors in indicating units of measurement. The conclusions are justified and correspond to the essence of the task
<b>Task 3 (heuristic task) (16 points)</b>	1-3	The task is partially completed; however, incorrect concepts and their definitions are provided, the proposed solutions are illogical, incorrect conclusions are drawn, and there is no analysis of the results obtained
	4-6	The task was not fully completed. The correct concepts were presented, but there were errors in the definitions, no justification was provided, incorrect conclusions were drawn, and there was no substantiated analysis of the results obtained
	7-9	The task has been completed, the correct conceptual and categorical apparatus has been provided, but incorrect conclusions were drawn, and there is no substantiated analysis of the results obtained
	10-12	The task has been completed, the correct solutions have been provided, the conceptual and categorical apparatus has been used, the essence of its components has been revealed, justification has been provided, but there is no answer and/or conclusions
	13-14	The task is completed, the correct concepts and their definitions are given, the essence of their components is revealed, improvement methods are proposed, units of measurement are indicated, but the answer and/or conclusions are insufficiently substantiated
	15-16	The task is completed, all conditions meet the requirements, and a substantiated conclusion regarding the recommendations is provided. The applicant demonstrates thorough knowledge of theoretical and methodological provisions, shows the ability to analyze marketing policy comprehensively, formulate promising development directions, and align the solution to the issue under consideration with the overall strategy of the enterprise

## RECOMMENDED LITERATURE

### Main

1. Churchill, G. A., Iacobucci, D. Fundamentals of marketing research / 12th view. Boston: Cengage Learning, 2020. 600 pp.
2. Esteban-Bravo M. Marketing research methods: quantitative and qualitative approaches / M. Esteban-Bravo, J. M. Vidal-Sanz. London : Cambridge University Press, 2021. 882 p.
3. Kotler P. Marketing 4.0 : Moving from Traditional to Digital / P. Kotler, H. Kartajaya, I. Setiawan. West Sussex: John Wiley and Sons Ltd, 2022. 208 p.
4. Nunan D. Marketing research: applied approach / D. Nunan, D. F. Birks, N. K. Malhotra. London : Pearson, 2020. 968 p.
5. Сучасний маркетинг у цифровому просторі [Електронний ресурс] : монографія / Н. М. Лисиця, Г. О. Холодний, М. І. Ус [та ін.]. –Харків : ХНЕУ ім. С. Кузнеця, 2023. – 204 с. <http://repository.hneu.edu.ua/handle/123456789/30598>

### **Additional**

6. Ding Yu. The past, present, and future of measurement and methods in marketing analysis / W. DeSarbo, D. Hanssens, K. Jedidi, J. Lynch et. Marketing Letters. Volume 31, 2020. pp. 175–186.

7. Kobets D. Digitalization and its Impact on the Development of Contemporary Marketing Strategies / D. Kobets, N. Terentieva, N. Shkvyria and other // Econ. Aff.. – 2024. – 69(02). P. 1021-1040. <http://repository.hneu.edu.ua/handle/123456789/33361>

8. htal T. Implementation of modern marketing tools in entrepreneurial activity / T. Shtal, O. Ptashchenko, S. Rodionov and other // Development Management. - 22(4). – P. 53-63. <http://repository.hneu.edu.ua/handle/123456789/32304>

9. Thakur J. Artificial intelligence in marketing research and future research directions: Science mapping and research clustering using bibliometric analysis / B. P. Kushwaha// *Global Business and Organizational Excellence*, 43, 2024. P. 139–155. <https://doi.org/10.1002/joe.22233>

10. Ус М.І. Сегментування та вибір партнерів підприємства в процесі здійснення маркетингової діяльності / М.І. Ус // Бізнес Інформ. 2019. №5. С. 239–245. <http://repository.hneu.edu.ua/handle/123456789/34886>

### **Information resources**

11. Cluley R., Green W. Market research ethics: New practices but no new ideas. *AMS Rev* 14, 68–82, 2024. <https://doi.org/10.1007/s13162-024-00276-8> <https://link.springer.com/article/10.1007/s13162-024-00276-8>

12. ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics [Electronic resource]. Access mode: <https://iccwbo.org/news-publications/policies-reports/iccesomar-international-code-market-opinion-social-research-data-analytics/>.

13. Marketing Research [Electronic resource] // PLS S. Kuznets KhNUE. Access mode : <https://pns.hneu.edu.ua/course/view.php?id=10565>

14. Official website of the Ukrainian Marketing Association [Electronic resource]. Access mode: <https://uam.in.ua/en/home/>

15. Pikalova I. Competitive analysis in times of crisis: methods and recommendations [Electronic resource]. Access mode: <https://www.promodo.com/blog/competitive-analysis-in-times-of-crisis-approaches-and-suggestion>

17. Research results [Electronic resource] //Gradus ResearchCompany. Access mode: <https://gradus.app/en/open-reports/>