

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
маркетингу

Протокол № 2 від 02.09.2024 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи

№ 0207121 Каріна ЧЕМАШКАЛО



**СУЧАСНІ ІНФОРМАЦІЙНІ ТЕХНОЛОГІЇ В МАРКЕТИНГОВИХ
ДОСЛІДЖЕННЯХ**

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

**вибіркова
англійська**

Розробник:
к.е.н., доцент



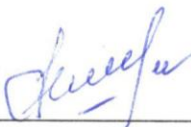
Сергій РОДІОНОВ

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 2.09.2024



Vice-rector for educational and methodical work
Olena NEMASHKALO

**MODERN INFORMATION TECHNOLOGIES IN MARKETING
RESEARCH**
Program of the course

Field of knowledge	07 Management and administration
Specialty	075 Marketing
Study cycle	First (Bachelor)
Study programme	Marketing

Course status	Selective
Language	English

Developers:
PhD (Economics),
Associate Professor

Sergii RODIONOV

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Department

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Head of Study
Programme

Olena NEBYLYTSIA

INTRODUCTION

Relevance of the course is shaped by the fact that modern marketing research increasingly relies on information technologies, software products, and the Internet.

With the development of Information Technologies, companies interact with consumers in modern marketing, involving the processing of large volumes of data. Smart analysis of this data requires knowledge of information technologies and analytical tools. It is equally important that consumers are increasingly interacting with brands through the Internet and social media. Understanding the technologies of these platforms is crucial for developing effective marketing research strategies.

The aim of the course "Modern Information Technologies in Marketing Research" is to master the theoretical foundations and practical skills related to the use of modern information technologies in scientific and marketing research.

The tasks of the course include:

1. Examining modern information tools and technologies used in marketing research;
2. Familiarizing with various methods and strategies for data collection, processing, and analysis in the context of marketing research;
3. Exploring opportunities and methods of using social media and online platforms for information collection and analysis;
4. Understanding the impact of modern technological trends on marketing and marketing research.

The subject of the course is modern information technologies for conducting research in the field of marketing.

The object of the course is the process of conducting research in the field of marketing.

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	Competences
LO1	GC 7
LO3	GC 8
LO4	GC 9
LO7, LO14	SC2, SC6
LO 16	SC10, SC11, SC12

where, LO1: Demonstrate knowledge and understanding of theoretical foundations and principles of marketing activities.

LO3: Apply acquired theoretical knowledge to solve practical tasks in the field of marketing.

LO4: Collect and analyze necessary information, calculate economic and marketing indicators, and justify managerial decisions using appropriate analytical and methodological tools.

LO7: Use digital information and communication technologies, as well as software, required for effective marketing activities and practical application of marketing tools.

LO14: Perform functional duties within a team and propose well-grounded marketing solutions.

LO16: Meet the requirements for a modern marketer and continuously enhance personal professional skills.

GC7: Ability to apply knowledge in practical situations.

GC8: Ability to conduct research at an appropriate level.

GC9: Skills in using information and communication technologies.

SC2: Ability to critically analyze and summarize.

SC6: Ability to conduct marketing research in various areas of marketing activities.

SC10: Ability to use marketing information systems for making marketing decisions and to develop recommendations for improving their effectiveness.

SC11: Ability to analyze the behavior of market participants and identify the specific features of market operations.

SC12: Ability to justify, present, and implement research results in the field of marketing.

COURSE CONTENT

Content module 1. Theoretical foundations of using modern information technologies in marketing research

Topic 1. Essence and directions of marketing research.

Goals, tasks, and principles of marketing research. Directions of marketing research. Sequence of conducting marketing research.

Topic 2. Marketing research and information support.

Marketing information, its types. Sources of marketing information. Marketing Information System (MIS).

Topic 3. Stages of development and definition of information technologies in the process of conducting marketing research.

Definition of information technologies in the process of conducting marketing research. Identification and analysis of various technologies and tools for data collection, processing, analysis, and interpretation in marketing research.

Topic 4. Features of conducting marketing research on the Internet.

Main methods of conducting marketing research on the Internet. Recommendations for conducting research on the Internet. Data, analysis. Web scanning for marketing research. Content analysis.

Content module 2. Modern toolkit for conducting marketing research

Topic 5. Modern Approaches to Qualitative and Quantitative Research on the Internet

Reflecting the main differences of the modern toolkit from traditional research methods. Considering the impact of the digital environment on data collection, analysis, and interpretation.

Topic 6. Modern Internet Technologies for Solving Marketing Research Tasks

Identification and analysis of modern Internet technologies used in marketing research, contemporary programs, and services for solving marketing research tasks.

Topic 7. Social Media as an Effective Tool for Conducting Marketing Research the phenomenon of social media.

Analysis of social networks and hyperlinks. Measurement and analysis of social networks. Collection of personal data from the network. Study of user behavior on the Internet.

Topic 8. Impact of the Development of Artificial Intelligence and Data Analytics on Marketing Research Automation of information collection and analysis processes.

Creating personalized marketing campaigns using artificial intelligence based on customer data analysis. Forecasting future market trends and demand. Automation of routine tasks. Reducing the costs of conducting research.

The list of laboratory studies in the course is given in table 2.

Table 2

The list of laboratory classes / tasks for the course

Topics and tasks	Content
Topic 1. Task 1.	Terms and concepts of marketing research
Topic 2. Task 2.	Sources of marketing information, marketing information system
Topic 3. Task 3.	Technologies and tools for data, processing, analysis, and interpretation in marketing research
Topic 4. Task 4.	Methods of conducting, recommendations, data, analysis of marketing research on the Internet
Topic 5. Task 5.	Modern toolkit for conducting marketing research
Topic 6. Task 6.	Modern programs and services for solving marketing research tasks
Topic 7. Task 7.	Research on user behavior on the Internet
Topic 8. Task 8.	Modern approaches to the automation of information collection and analysis processes

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

Table 3

List of self-studies

Topic and task	Content
Topic 1 - 8	Studying lecture material and processing additional information on modern information technologies in marketing research
Topic 1 - 8	Preparation for laboratory
Topic 1 - 6	Individual work
Topic 8	Presentation
Topic 4, 8	Colloquium

The number of hours of lectures, laboratory studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course to obtain certain learning outcomes, intensify the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topic 1, 3, 6), problem lecture (Topic 2, 4, 5), lecture-provocation (Topic 7)).

Visual (demonstration (Topic 1-8)).

Practical (laboratory work (Topic 1 – 8), presentation (Topic 8))

FORMS AND METHODS OF EVALUATION

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

Current control is carried out during lectures, laboratory and aims to check the level of preparedness of the student for a specific job and is estimated by the sum of points scored:

– for disciplines with a form of semester control exam (exam): the maximum amount is 60 points; The minimum amount that allows a student to take an exam is 25 points.

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

Current control: competence-oriented tasks on topics (maximum score – 2 points (ten competence-oriented tasks during the semester, total maximum number of points – 20)); presentation 1 (maximum score – 5 points), presentation 2 (maximum score – 15 points); final control work (maximum score – 20 points), the maximum amount is 60 points.

Semester control: Grading including Exam (40 points), the task of which is to check the student's understanding of the program material as a whole, the logic and relationships between individual sections, the ability to creatively use the accumulated knowledge, the ability to formulate one's attitude to a certain problem of the course "Modern information technologies in marketing research", etc. .

An example of examination card

1. Examples of tests (each of the tests contains one variant of the correct answer):

What tools are used for data collection in marketing research?

- a) Tricky questions and surveys.
- b) Questionnaires and blitz interviews.
- c) Online and offline surveys, web analytics, social media monitoring.

2. An example of a diagnostic task:

Do you believe virtual reality and augmented reality can be used for marketing research? Why?

3. An example of a heuristic task

What are the key principles of ethical data usage in conducting marketing research considering the use of modern information technologies?

An assessment criteria

Each examination ticket consists of three tasks: theoretical tasks (consisting of 10 tests), one diagnostic task and one heuristic task.

The result of the semester exam is evaluated in points. The maximum number is 40 points (the maximum number of points for the performance of the test is 20 points; the maximum number of points for the performance of the diagnostic task is 10 points; the maximum number of points for the performance of the heuristic task is 10 points). The minimum amount to be counted is 25 points. The final result of the semester exam is entered in the corresponding column of the exam "Success record information".

The final exam score consists of the sum of points earned for completing all tasks, rounded to the nearest whole number according to standard rounding rules. The solution process for each task includes separate stages that differ in complexity, effort, and significance for solving the task. Therefore, individual tasks and their stages are evaluated separately as follows:

Table 4

Criteria for Evaluating Exam Tasks

№	Points	Evaluation Criteria
Test	0-20	Two point for each correct answer in the test task (maximum 20 points)
diagnostic task (max 10)	1-4	The answer is superficial, lacks explanation, or has minimal relevance to the question. No arguments or examples of VR/AR use in marketing research are provided. The response is unclear, poorly structured, or contains significant grammatical errors.
	5-7	The answer is generally relevant but offers limited or shallow argumentation. One or two examples of VR/AR use in marketing are provided, but with little analysis. The structure is understandable but has minor flaws in thought organization.
	7-10	The answer is comprehensive, logical, and detailed. Arguments are clearly formulated and supported with examples of real-world applications of VR/AR in marketing research. The response demonstrates creativity, innovation, and a high level of analytical thinking.
heuristic task (max 10)	1-4	The answer does not identify key principles of ethical data usage or is very superficial. No examples or explanations of how these principles apply to modern technologies are included. The response lacks structure, contains significant logical or grammatical errors.
	5-7	The answer identifies basic principles of ethical data usage (e.g., privacy, user consent) but lacks in-depth analysis. Some examples are provided but are insufficient or superficial. The response is structured but contains minor logical or linguistic flaws.
	8-10	The answer identifies key principles of ethical data usage comprehensively and provides deep analysis. Specific examples of how ethical principles apply to modern technologies (e.g., artificial intelligence, big data) are included. The response is clear, well-structured, and demonstrates a high level of understanding and practical application of the topic.

RECOMMENDED LITERATURE

Main

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Additional

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11. Law of Ukraine on Scientific and Scientific-Technical Activity (Official Bulletin of the Verkhovna Rada, 2016, No. 3, Art. 25). URL: <https://zakon.rada.gov.ua/laws/show/848-19?lang=en#Text>
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