

HIGHER EDUCATIONAL INSTITUTION OF UKOOSPILKA  
“POLTAVA UNIVERSITY OF ECONOMICS AND TRADE”

Department of Marketing

ACADEMIC DISCIPLINE SYLLABUS

«Research of behavior of consumers of hotel and restaurant services»

for 2022-2023 academic year

Year and semester of study	elective course
Educational program / specialization	
Speciality	
Sphere	
Degree	Bachelor

Professor,  
Degree,  
position

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Schedule	<a href="http://schedule.puet.edu.ua/">http://schedule.puet.edu.ua/</a>
Consultations	<a href="http://www.marketing.puet.edu.ua/">http://www.marketing.puet.edu.ua/</a>
Distance Course	<a href="https://el.puet.edu.ua/">https://el.puet.edu.ua/</a>

**Course description**

<b>Aim of the course</b>	The discipline is aimed at forming the possibilities of using marketing research in the marketing activities of the enterprise to increase its competitiveness; features of conducting various types of marketing research depending on their goals and directions; to give students an idea of the complex of special methods and technologies used in conducting marketing research; to teach to use the results of marketing research research; to teach students to use the results of marketing research to improve the efficiency of management decision-making.
<b>Length</b>	5 credits (150 hours (lectures – 20, practical classes - 40, independent work - 90))
<b>Forms and Methods of instruction</b>	Practical classes in the classroom, independent work under the schedule
<b>Control</b>	Control: attending classes; homework; discussion of lesson material; tasks; presentations, testing; module work. Final control – credit test.
<b>Basic skills</b>	Speaking, listening, writing and reading skills
<b>Language of instruction</b>	English

**The list of competencies provided by this course, program learning outcomes**

<b>Learning outcomes</b>	<b>Competencies</b>
Use digital information and communication technologies, as well as software products necessary for the proper conduct of marketing activities and practical application of marketing tools; Demonstrate the ability to apply and implement an interdisciplinary approach marketing functions of the market entity; Act socially responsibly and socially consciously on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society with respect for individual rights and freedoms	Ability to correctly apply methods, techniques and tools of marketing; Ability to develop marketing support for business development in conditions of uncertainty; Ability to plan and conduct effective marketing activities of the market entity in cross-functional terms; ability to offer improvements in the functions of marketing activities.

**Content of the course**

<b>Topic</b>	<b>Types of work</b>	<b>Tasks for independent work</b>
<i>Module 1. «Theoretical principles of creating advertising products»</i>		
<b>Topic 1.</b> Create Marketing Information System	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the topics
Topic 2. Ethical issues in marketing research	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing an individual task on the topics
Topic 3. Types of Marketing Research	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the topics
Topic 4. Customer-Driven Marketing Strategy	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the following topics
Topic 5. Marketing Research Plan	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the topics

**Literature**

1. McDaniel, C and Gates, R (2002) Marketing Research: The impact of the Internet (5th edn), Cincinnati, OH: South-Western.
2. Perry, C, Reige, A and Brown, L (1999) Realism's role among scientific paradigms in marketing research, Irish Marketing Review, 12(2), 16–23.
3. Peter, P J and Olson, C (1989) The relativist/constructionist perspective on scientific knowledge and consumer research, in E Hirschman (ed) Interpretive Consumer Research, Provo, UT: ACR, pp 24–8.
4. Piercy, N and Evans, M (1993) Managing Marketing Information, London: Croom Helm.
5. Robson, S (1991) Ethics: informed consent or misinformed compliance?, Journal of the Market Research Society, 33, 19–28.

**Software**

Microsoft Office.

**Policy of evaluation**

1. Policy of deadlines: tasks that are submitted with violation of deadlines without valid reasons are evaluated by a lower score (75% of the possible maximum number of points per activity). You can do the modules for the second time only with the permission of a professor in case you have a valid reason (for example, disease).
2. Policy of academic honesty: cheating during module works and testing is forbidden (including the use of mobile phones). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during the lesson.
3. Attendance policy: class attendance is a mandatory component. For objective reasons (for example, illness, employment, internship) training can take place online (Moodle) and consultations with a professor.
4. Policy of accepting the results of non-formal education: <http://puet.edu.ua/uk/publiczna-informaciya>.

### Grading

Types of work	Maximal points
Module 1 (Topics 1-5): attendance (4 points); home task (4 points); participation in class (9 points); independent work (8 points); tests (4 points); module work (11 points)	60
Final project	40
Total	100

### Scale of grading

Points	ECTS Grade	National Grade
90-100	A	Outstanding performance
82-89	B	Very good
74-81	C	Good
64-73	D	Satisfactory
60-63	E	Fairly satisfactory
35-59	FX	Fail (unsatisfactory work with possibility of taking exam for the second time)
0-34	F	Fail (unsatisfactory work with possibility of taking the course for the second time)