

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	ECONOMICS, BUSINESS & INTERNATIONAL STUDIES		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF BUSINESS ADMINISTRATION		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE (MBA IN TOURISM)		
<b>COURSE CODE</b>	ΔTE525	<b>SEMESTER</b>	2 <sup>nd</sup>
<b>COURSE TITLE</b>	MARKETING RESEARCH		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
Lectures	3	3	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND		
<b>PREREQUISITE COURSES:</b>	NO		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	GREEK AND ENGLISH		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>COURSE WEBSITE (URL)</b>	<a href="https://mbatourism.unipi.gr/mba/">https://mbatourism.unipi.gr/mba/</a>		

### (2) LEARNING OUTCOMES

<p><b>Learning outcomes</b></p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>
<p>Upon successful completion of this elective course, the student will be able to:</p> <ul style="list-style-type: none"> <li>- Understand the usefulness of Marketing Research in the field of Tourism.</li> <li>- Understand the differentiation of Marketing Research from one industry to another and from one business problem to another.</li> <li>- To know the steps and process of Research.</li> <li>- To be able to study the Marketing environment for Tourism and make relevant decisions.</li> <li>- To request appropriate data analyses from experts and understand the relationship between different scales and variables and the allowable analyses.</li> <li>- To make decisions based on marketing data and empirical evidence, understanding the relevant limitations.</li> </ul>

### General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment	.....
Production of new research ideas	Others...
	.....

Upon completion of the course, students will have acquired the following general skills:

- Decision making in designing a Marketing Research and in selecting the most appropriate research from possible alternatives.
- Developing new knowledge by applying metrics to Marketing problems and making decisions based on these metrics and new metrics (analytics).
- Professional Responsibility for the use of personal customer and visitor data.
- Respect for Diversity by adapting research tools to the multicultural reality of multinational visitors to a site.
- Designing a marketing research project in a tourist destination.
- Critical and original thinking to apply research findings to marketing decision making and vice versa, designing a research project to assist marketing decision making.

### (3) SYLLABUS

This course is a presentation of the Research dimension of Marketing, as a business function, necessary for rational marketing decision making with emphasis on the tourism industry. The philosophy of the course is based on the empirically based notion that the vast majority of marketing executives should be able to design and use a Marketing Research, rather than conducting it themselves!

The course follows the logical structure of the stages of planning and executing a Marketing Research in Tourism:

- Defining the Tourism Business or Destination Problem
- Determining the value of the information for decision making
- Selecting the Value of the Research for the Valuation of the Decision
- Selection of the best method of data collection
- Choice of Measurement Tools
- Selection of the Sample and Collection of Data
- Analysis of the data
- Presentation of the Research Findings and Recommendations to the

## Management of the Tourism Enterprise

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of ICT in teaching and communication with students	
<b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i>  <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	24
	Lectures (case studies)	10
	Exam study	47
	Exam	3
	Course total	<b>84 hours</b>
<b>STUDENT PERFORMANCE EVALUATION</b> <i>Description of the evaluation procedure</i>  <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i>  <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<p>- Language of Evaluation: Greek &amp; English</p> <p>- Written Examinations: The written examination is based on a mini case study created by the lecturer through examples of contemporary tourism reality, which requires the design of a Marketing Research (Information to be collected, Collection Method, Proposed Sampling Method, Questionnaire Design, Suggestions for Statistical Analysis of the questions).</p>	

#### (5) ATTACHED BIBLIOGRAPHY

<p>- <i>Suggested bibliography:</i></p> <ul style="list-style-type: none"> <li>● Dawn Iacobucci and G. A. Churchill, Jr. (2022), Marketing Research: Methodological Foundations, 13th Ed., Independently published</li> <li>● A.J. Veal (2018), Research Methods for Leisure and Tourism, Pearson Education</li> <li>● Naresh K. Malhotra (2020), Marketing Research: An Applied Orientation, 7th Global Ed. Pearson Education</li> <li>● J. K. Hair, Jr., D. J. Ortinau and D. E. Harrison (2021), Essentials of Marketing Research, 5th Ed. McGraw-Hill Education</li> </ul> <p>- <i>Related academic journals:</i></p> <ul style="list-style-type: none"> <li>● Journal of Marketing Research</li> <li>● International Journal of Market Research</li> </ul>
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- Journal of Travel Research
- Annals of Tourism Research
- International Journal of Tourism Research
- Journal of Hospitality and Tourism Research