



Doctoral School of Economics and Business Administration

Discipline: Marketing research based on different data collection instruments

Academic year: 2026-2027

Study program: PhD School

SYLLABUS

Topic 1. Qualitative research in marketing

- 2.1. Case study: research design and design of the scientific paper
- 2.2. Interview guide (for consumers): research design and design of the scientific paper
- 2.3. Interview guide (for company representatives): research design and design of the scientific paper
- 2.4. Focus group: research design and design of the scientific paper
- 2.5. Observations: research design and design of the scientific paper
- 2.6. Data from social media: research design and design of the scientific paper

Topic 2. Quantitative research in marketing

- 3.1. Quantitative marketing research design
- 3.2. Development of the quantitative marketing research model
- 3.3. Metodology and design of the quantitative marketing research

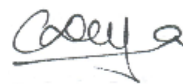
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