**Universitatea Sapientia din Cluj-Napoca**

**Facultatea de Ştiinţe Economice şi Umaniste**

**Departamentul de Știința Economice**

**Themes – Announced Associate Professor Position nr. 4.**

**Marketing research, Research methodology, Managerial economics**

1. The approach and definition of the marketing research problem, the research process
2. Modeling the research plan, sampling, questionnaire design
3. Typology of research methods by research methodology and by the research problem
4. Multidimensional data analysis, linear and logistic regression
5. Qualitative marketing research methods
6. Marketing research experiments
7. Media and advertisement research
8. Price researches
9. Strategies and methods of price optimization
10. Econometrical models in decision support

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* Gherasim T., Gherasim A.: **Cercetări de marketing**, Ed. Economică, Bucureşti, 2003, pp.13-18.
* Hoffmann M. – Kozák Á. – Veres Z.: **Piackutatás**, Műszaki Könyvkiadó, 2000
* Malhotra Naresh K., **Marketing Research. An Applied Orientation**, Fifth Edition, Pearson Education International,New Jersey, 2007, pp. 2-10
* Malhotra N. – Simon J.: **Marketingkutatás**. Budapest: Akadémiai Kiadó. 2009.
* Martin, B. – Rayner, B. (2008): **An Empirical Test of Pricing Techniques**. Proceedings of the American Marketing Association Advanced Research Techniques Forum.
* Luke M. Froeb, Brian T. McCann: **Managerial economics: a problem solving approach,** Second Edition, Cengage Learning, 2011