

Market Research and Competitors

Market Research and Competitors is a course designed to examine methods for developing or acquiring essential market intelligence to support strategic and marketing planning. This module gives the complexity and pace of change in today's business environment; organizations need to establish effective market intelligence systems to facilitate the free flow of information across functional groups. This module will teach students how to apply research skills to an important category of market intelligence gathering – the analysis of competitor strategies, tactical capabilities, product attributes and service offerings in order to provide actionable insights to complement an organization's customer research.

Module code

ECON 381

Semester

6th Semester

Credits

3 ECTS

Language

English

Duration

35 Hours / 2 Weeks

Study Program

For BA Study Programs – Management of Small and Medium Enterprises

Module Lecturers

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