SUBJECT DATASHEET

Marketing research and data-driven decision making

BMEGT20MS51000-00

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
Marketing research and data-driven decision making

ID (subject code)	BMEGT20MS51000-00

Type of subject
contact lessons

Course types and lessons

Type	*Lessons*
Lecture	1
Practice	1
Laboratory	0

Type of assessment
exam grade

Number of credits
5

Subject Coordinator

Name	*Position*	*Contact details*
Dr. Kovács Stefan	associate professor	kovacs.stefan@gtk.bme.hu

Educational organisational unit for the subject
Department of Management and Business Economics

Subject website
https://edu.gtk.bme.hu

Language of the subject
magyar - HU

Curricular role of the subject, recommended number of terms
Programme: **Marketing Strategy and Innovation Master Programme**
Subject Role: **Compulsory**
Recommended semester: **1**

Direct prerequisites

Strong	None
Weak	None
Parallel	None
Exclusion	None

Validity of the Subject Description
Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580389/21/2026 registration number. Valid from: 27.05.2026.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

Course objective: to familiarize students with the core theoretical and practical aspects of marketing research, as well as the approach and potential applications of data-driven decision-making. Students will develop a comprehensive understanding of the importance of marketing information, both traditional and digital data collection methods, the fundamentals of data interpretation and analysis, and how this information can be used to support well-informed marketing and business decisions. The course emphasizes the planning of the research process, choosing appropriate methodologies, drawing conclusions from data, and applying research findings practically. In addition to covering theoretical concepts and relevant literature, special focus is placed on practical application, particularly in analyzing market problems, supporting decisions, and fostering data-based marketing thinking.

Academic results

Knowledge

1. Knows the principles on the basis of which a marketing information and knowledge system supporting corporate decision-making can be developed; is familiar with the basic and advanced analytical methods used in market research; interprets research findings and information in their broader context.
2. Understands the role of different marketing subfields in value creation processes and recognizes the role of digitalization in the effectiveness of these marketing subfields.
3. Is familiar with the concepts of customer value and corporate value, the methods of measuring customer value, and the processes and organizational forms supporting customer orientation.

Skills

1. Designs and coordinates marketing information and knowledge systems that support marketing and other business functions.
2. Makes data-driven decisions in the field of marketing and routinely carries out market research projects.

Attitude

1. Critically reflects on their own work and behaviour, as well as that of their subordinates; demonstrates an innovative and proactive attitude in addressing economic problems; is open and receptive to new results in economic science and practice.
2. Considers it important that decisions be supported by data and therefore strives for maximum precision in the analysis.
3. Is open to applying a design-oriented approach in marketing decision-making and sees emerging problems as opportunities.

Independence and responsibility

1. Independently selects and applies relevant problem-solving methods and independently performs economic analysis, decision-preparatory, and advisory tasks.
2. Participates in research and development projects and, working autonomously within the project team, mobilizes their theoretical and practical knowledge and skills in cooperation with other team members in order to achieve the project goals.
3. Independently plans their professional communication and presentations in a manner appropriate to the situation, taking into account the needs and expectations of the audience.

Teaching methodology

Lectures, written and oral communication, use of IT tools and techniques, independent and group work, work organization techniques.

Materials supporting learning

- Kovács S.: Marketingkutatás és adatvezérelt döntéshozatal, oktatási segédanyag. 2026

- További letölthető oktatási segédletek

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The learning outcomes specified in Section 2.2 are assessed on the basis of a written end-of-semester examination (summative assessment
of academic performance) and written assignment.

Performance assessment methods

During the study period, students' performance is assessed on the basis of a written home assignment. During the examination period, students' performance is assessed on the basis of a written examination.

Percentage of performance assessments, conducted during the study period, within the rating

- **Assignment**: 40
- **Total**: 40

Percentage of exam elements within the rating

- **Exam**: 60
- **Total**: 60

Conditions for obtaining a signature, validity of the signature

The requirement for obtaining the course signature is the completion of the written home assignment (At least 20 points out of a maximum
of 40).

Issuing grades

Excellent	91
Very good	87-90
Good	75-86
Satisfactory	62-74
Pass	50-61
Fail	0-49

Retake and late completion

Performance assessments conducted during the regular term (assignment-homework) may be made up once. The improvement and make-up of
performance assessment completed during the examination periods shall be carried out in accordance with the Study and Examination Regulations.

Coursework required for the completion of the subject

attendance at contact classes	16
practice	12
preparation of the written home assignment	30
independent study of designated written course materials	45
exam preparation	47
total	150

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 04.05.2026.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

A 2.2. pontban megfogalmazott tanulási eredmények eléréséhez a tantárgy a következő tematikai blokkokból áll. Az egyes félévekben meghirdetett
kurzusok szillabuszaiban e témaelemeket ütemezzük a naptári és egyéb adottságok szerint.

1 Introduction to Marketing Research and Data-Driven Decision-Making
2 The Marketing Information System and the Planning of the Research Process
3 Secondary Research and the Analysis of Digital Data Sources
4 Qualitative Research and Its Application in Decision Preparation
5 New Qualitative Methods and Online Research Solutions
6 Descriptive Research Methods: Surveys, Observation, and Digital Data Collection
7 Experiments, Testing, and the Examination of Causal Relationships
8 Measurement, Scale Development, and Questionnaire Design
9 Sampling, Data Quality, and Research Reliability
10 Data Analysis, Data Interpretation, and Drawing Conclusions
11 The Business Application of Research Results and Decision Support
12 Practice-Oriented Tasks, Case Studies, and Research Project Presentations

Additional lecturers

Approval and validity of subject requirements