

STATISTICAL METHODS IN MARKET RESEARCH COURSE

digital
social
impact



Figure 18: Market Research Course Visual
Source: www.kreativna-riznica.com

AT A GLANCE

STUDY FIELD:	Business Administration, Entrepreneurship
DIGITAL READINESS:	Beginner
SOCIAL IMPACT EXPERIENCE:	Beginner
LOCATION:	Osijek, Croatia
TARGET GROUP:	Graduate Students
PARTNER ORGANIZATION:	Pool of different NGOs from around Osijek
TEACHING METHODS (DURATION):	Service learning (full semester)
WEBSITE:	LINK

DETAILED DESCRIPTION

FREQUENCY:



In the Statistical Methods in Market Research course, classes are taught during the summer semester with the goal of achieving greater social impact through the results of the teaching process. The instructor/mentor and students in the course select a case from the community and, based on the problem presented by a local non-profit organization, create a research plan with the intent of answering the business problems uncovered.

SOCIAL IMPACT



The selection of business cases within the course is limited to the field of creative industries. More specifically, the focus is on a non-profit organization from a sector of the creative industries. The main assignment of the course includes several phases: Identifying problems and challenges that can be addressed through research, developing a research plan, and conducting the research. Students prepare a research report in which they present research findings.

STRUCTURE



The teacher, in collaboration with the selected non-profit organization, puts together a presentation for the students that includes all the elements needed to design and conduct the research. After the presentation, each student team selects the research questions they would like to answer. Teams build a measurement tool that will help them answer the selected questions, conduct the research (use social media and local media as an invitation to research), analyse the data collected, and present the findings and recommendations in a final presentation to a representative of the non-profit organization. Non-profits can use the results presented as a basis for applying for future projects because they are based on a true analysis of local community needs. Because non-profit organizations taking this course often do not have the time, money, or expertise to conduct such research, the primary data collected and statistically processed in this course will be of great value to non-profit organizations. The mentor guides and advises students throughout the process and provides them with sufficient knowledge throughout the course. All final research reports and presentations are publicly available online.