**Syllabus**
*Course Program*

# SOCIOLOGICAL METHODS OF MARKETING RESEARCH

*Specialty*
054 - Sociology

*Institute*
*Institute of Social and Humanitarian Technologies*

*Educational program*
*Sociological Support of Economic Activity*

*Department*
*Sociology and Public Administration (305)*

*Level of education*
*Master's level*

*Course type*
*Special (professional), Elective*

*Semester*
1

*Language of instruction*
*English, Ukrainian*

## Lecturers and course developers



### Kruhlov Vitalii Viktorovich

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*Doctor of Science in Public Administration, Associate Professor, Professor of the Department of Sociology and Public Administration*

*Academic and teaching experience - over 10 years. Experience in public administration - 20 years. Author of over 200 scientific and educational publications.*
*More about the lecturer on the department's website*
*https://web.kpi.kharkov.ua/sp/profesors-ko-vikladats-kij-sklad/*

## General information

### Summary

*As a result of studying the discipline "Sociological Methods of Marketing Research", students form an idea of the methodological foundations, key principles, general and specific aspects of conducting marketing research on the Internet using sociological methods. In this regard, the basis of the discipline lies both in the achievements in the field of methodology and methodology of sociological research, and in the research in the field of Internet marketing. Teaching the discipline is accompanied by rich illustrative material, which contains vivid modern examples of the influence of marketing research on the development and implementation of specific advertising campaigns on the Internet.*

### Course objectives and goals

*Sociological Methods of Marketing Research" is the formation of practical skills in conducting independent quantitative and qualitative research on the Internet, which are used in the marketing activities of organizations.*

### Format of classes

*Lectures, laboratory classes, consultations, self-study. Final control in the form of an test.*

### Competencies

*SC01. Ability to analyze social phenomena and processes. SC02. Ability to detect, diagnose and interpret social problems of Ukrainian society and the global community.*
*SC04. Ability to collect and analyze empirical data with the use of present-day sociologic research methods and digital technologies.*
*SC07. Ability to design and evaluate social projects and programs.*

## Learning outcomes

*PR01. To analyze social phenomena and processes using empirical data and present-day concepts and theories in sociology.*
*PR02. To perform diagnostics and interpretation of social problems of Ukrainian society and the global community, of the causes for their arising and their consequences.*
*PR08. To deliver in a clear and unambiguous way one's own conclusions and argumentation concerning sociology and adjacent fields of knowledge to specialists and non-specialists, particularly to students.*
*PR09. To plan and carry out scientific research in the field of sociology, to analyze its outcomes and substantiate the conclusions..*

## Student workload

*The total volume of the course is 90 hours (3 ECTS credits): lectures - 16 hours, practical classes - 16 hours, self-study- 58 hours.*

## Course prerequisites

*To successfully pass the course, you must have knowledge and practical skills in the following disciplines: "Mathematical methods in sociology", "Practical course on computer processing of sociological data", "Modern sociological theories", "Sociology of management", "Methodology and methods of sociological research" .*

## Features of the course, teaching and learning methods, and technologies

*During the practical classes of the academic discipline, it is envisaged to explain the algorithm of performing practical tasks and their working out. The following methods of learning are used: explanatory-illustrative; reproductive (working out certain algorithms of data analysis); partially-search or heuristic method (when performing individual tasks). The project approach to learning, gamification, attention is focused on the use of information technologies in the organization of sociological research: project and team work, peer-to-peer, cases.*

# Program of the course

## Topics of the lectures

*Topic 1. Digital Sociology for Studying Digital Society*
*The origin of the term "digital sociology" Analysis of the impact of technologies in digital sociology. Digital transformation has posed a number of challenges to sociology, which requires developing a new methodology of cognition of social reality, more relevant to the nature of digital society. For digital sociologists, a critical perspective in the analysis of the impact of technologies is extremely important, especially when studying the processes of algorithmization and datafication. Within the second approach, the problem of privacy and confidentiality of personal data is analyzed. The third approach considers datafication as a process of colonization - "data colonialism", when data, becoming the most important social resource, are extracted for the benefit of certain actors (mostly global capitalist players), leaving on the periphery those who do not have such opportunities. Digital sociology is a direction in modern sociological science, the purpose of which is to study digital society, the technological infrastructure of which is represented by the latest digital technologies (networks, big data, algorithms, platforms). Digital sociology is called upon to carry out a theoretical understanding of the processes of digitalization, datafication, algorithmization and platformization, revealing their positive and negative social consequences.*
*Topic2. Sociological research using the Internet: concept, history of emergence and development*
*The concept and types of research using the Internet. Purpose of online research. Prerequisites for the emergence of on-line research. The history of online research: from e-mail surveys to online panels. The specifics of communication between the researcher, the customer and the participant of online research.*

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Respondents in on-line research. Quantitative and qualitative research on the Internet. Advantages and disadvantages of online research. Research using mixed methods data collection. Transition methods: Phone-to-Web, CAWI with street or preliminary recruitment, on-line CATI, mobile and WAP surveys. Trends in the development of sociological methods on the Internet.

The general trends in the development of methods of collecting sociological information in Ukraine coincide with the global trends towards the steady growth of online surveys. Among the most common varieties of the Internet survey method, the following can be distinguished: sending questionnaires by e-mail (e-mail questionnaire); placement of text questionnaires in newsgroups; Internet forums (Bulletin Boards); Web page (questionnaire in HTML format); Web questionnaire; electronic focus groups.

To the question of the scientific meaningfulness of using web scraping as a data collection method in sociological research.

### Topic3. Organization of communication policy on the Internet.

Internet marketing communications system: advertising, sales promotion, public relations, direct marketing, branding. Advertising on the Internet. Means of advertising on the Internet and methods of their use. Banner advertising. Advertising using e-mail. The company's website and its place in the overall communications program. Types of websites. The main stages of creating websites. Placement of the site on the Internet. Promotion of Web sites on the Internet. Evaluation of the effectiveness of websites.

### Topic 4. Commodity policy and services market on the Internet.

Product and product policy on the Internet. Types of consumer goods and features of their offer to the Internet. Electronic goods. Organization of service on the Internet. Using the Internet to develop and create new products. Development of the sphere of services on the Internet. The influence of information technologies on the characteristics of services.

Financial services on the Internet: Internet banking, Internet trading, Internet insurance. Tourist services on the Internet. Information services on the Internet. Educational services on the Internet. Internet in education marketing. Driving forces of the electronic market of educational services.

### Topic 5. Directions and objects of research.

Modern marketing research and its main directions. Modern information technologies and marketing research.

Stages of digital strategy development. Formulation of the goals of digital promotion taking into account the general target indicators of the organization's communication strategy. Determination of sub-segments of the target audience and events that will be considered target for them - conversion. Analysis of existing or available technical solutions and tools for the company.

Creation of customer journey maps (CJM) for each segment of the target audience. Determination of priority online communication channels for use and goals and objectives for each of them. Formation of a content strategy, including the content, style and tone of interaction with the target audience. Planning interaction with consumers by time periods, intensity and conditions that users must fulfill in order for the next contact to occur. Budgeting of all activity in the digital environment. Determination of key performance indicators of the plan and the procedure for assessment and comparison with planned indicators.

### Topic 6. On-line panels in marketing research.

Concept of online panel, types of panels. Advantages and disadvantages of panel studies. Approaches to creating panels. Recruitment of panel members. Individual profiles of panelists, peculiarities of building samples of target audiences of various products and services. B2B, B2C and specialized panels: IT professionals, children, young mothers, motorists, etc. Peculiarities of stimulating respondents. Verification of personal data and verification of the authenticity of information. The phenomenon of professional/hyperactive respondents. The "careers" of the panelists, or the effect of participation in the panel (the effect of constantly participating in research on the response of respondents).

Panel communities: "for" and "against". Ensuring the functioning of panels. Key indicators of panel quality Satisfaction of panel participants. The largest international panel projects.

### Topic 7. Toolkit of on-line research.

New approaches to research tools: visualization, interactivity, game elements. Using the capabilities of rich media in the toolkit for on-line surveys: integration of images, sounds, videos. Drag-and-drop technologies, sliders, visual scales for measuring emotions, puzzle-type questions, "conversation with the brand". Website

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testing and creative tools. Testing of logos, names and advertising (video, print, outdoor, Internet). Studying attention to visual stimuli: click tests, comparison with the eye-tracking method. Methods of testing advertising videos, trailers and TV shows. Packaging design testing, 3D modeling of goods.

Virtual shelves and simulation of the product selection process in the store. Development of tools for conducting field web research (for example, a guide/questionnaire). Preparation of questionnaire for self-completion (structure, logic, optimal number of questions). The impact of web questionnaire design on the quality of received responses.

International quality standards in Internet-based research (ESOMAR and CASRO). The document "25 ESOMAR questions to be asked by the customer of on-line research". Tools for verifying personal data and checking the authenticity of information: unique links to surveys, software quality control methods, evaluation of answers to open questions, features of rejecting questionnaires with questionable authenticity. The influence of tool design on the quality of answers. Control by repeated survey: "for" and "against". Comparison of on-line and off-line data collection methods. Peculiarities of building online samples and ensuring their quality.

### Topic 8. Digital transformation of business

VUCA world. VUCA is the chaotic, rapidly changing business environment that has become the new reality. The acronym VUCA (volatility, uncertainty, complexity, ambiguity) characterizes the changing and complex environment of the modern world, where there is no guaranteed stability.

Integration of digital (digital) technologies in marketing In the world, methods for potential consumers are changing rapidly. Digital Marketing has become one of the most popular in recent years, capable not only of collecting accurate and objective information about the target audience, but also of tracking the results of brand or product promotion. A comprehensive approach allows you to use the most effective promotion channels.

Digital Marketing is the marketing of goods and services using digital technologies. Unlike online marketing, digital marketing also involves offline channels. The effectiveness of this direction is determined by close interaction with consumers and reaching the target audience.

Digital Marketing is actively used to promote well-known brands.

## Topics of the workshops

### Topic1. Sociological research using the Internet: concept, history of emergence and development

Modern stages of technology development and modernization of sociology. The problem of the ethics of modern methods, privacy and confidentiality of personal data. The concept and types of research using the Internet. Respondents in on-line research. Quantitative and qualitative research on the Internet.

### Topic2. Commodity policy and services market on the Internet.

System of marketing communications on the Internet: advertising, sales promotion, public relations, direct marketing, branding. Promotion of Web sites on the Internet. Types of consumer goods and features of their offer to the Internet. Electronic goods. Financial services on the Internet..

### Topic3. Directions and objects of online panels and research

Modern marketing research and its main directions. Creating customer journey maps (CJM) for each segment of the target audience. Concept of online panel, types of panels. The largest international panel projects.

### Topic 4. Information verification and data quality in research using the Internet.

Testing of logos, names and advertising (video, print, outdoor, Internet). Studying attention to visual stimuli: click tests, comparison with the eye-tracking method. Methods of testing advertising videos, trailers and TV shows. Packaging design testing, 3D modeling of goods. Virtual shelves and simulation of the product selection process in the store. Development of tools for conducting field web research (for example, a guide/questionnaire). Preparation of questionnaire for self-completion (structure, logic, optimal number of questions). The impact of web questionnaire design on the quality of received responses. The document "25 ESOMAR questions to be asked by the customer of on-line research". Control by repeated survey: "for" and "against". Comparison of on-line and off-line data collection methods.

### Topic 5. Consumer behavior: digital transformation of the consumer experience

DigitalMarketing (digital marketing). The effectiveness of DigitalMarketing for the promotion of well-known brands. Economy of joint consumption, or sharing economy

*Topic 6. Content marketing. Integrated online communications*
Market research. Monitoring. Neurosemantic studies. Porter's 5 forces. Content marketing. Integrated online communications.

*Topic 7. Mobile marketing.*
SMM promotion. Viral marketing. Advertising message. Mobile marketing tools to generate leads and increase sales.

*Topic 8. Key trends in the development of marketing research on the Internet.*
The largest domestic projects in the field of online research. Global/local panels. The impact of the Internet on the development of the marketing and sociological research industry in the field of data collection, analysis and presentation. Surveys using mobile phones, smartphones and other means of communication.

## Topics of the laboratory classes

*Topics of laboratory work Laboratory work is not provided.*

## Self-study

*Independent work Independent work for the course consists of independent study by students of topics and questions that are not taught in class, performing individual tasks. Students are also recommended additional materials (videos, articles) for self-study and analysis.*

# Course materials and recommended reading

*1. Calvin Hall, Anders Hjalmarsson Augmenting Digital Marketing: via SaaS Business Intelligence. 2012 //https://www.diva-portal.org/smash/get/diva2:1308986/FULLTEXT01.pdf*
*2. Kjell Grønhaug and Ingeborg Astrid Kleppe The sociological basis of marketing //https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Marketing%20Theory-
 Student%20Text%20%282010%29/7%20-%20The%20sociological%20basis%20of%20marketing.pdf.*
*3. Tetiana Bilushchak and Olena Radkovets, Yuriy Syerov Internet Marketing Strategy Promotion of a Book in Social Media// https://ceur-ws.org/Vol-2616/paper22.pdf*
*4. Yizhang Zhao & Mingyu Wang Digital sociology: origin, development, and prospects from a global perspective // https://journalofchinesesociology.springeropen.com/articles/10.1186/s40711-023-00198-1f*

# Assessment and grading

## Criteria for assessment of student performance, and the final score structure

*100% of the final grade consists of the results of assessment in the form of a credit (20%) and current assessment (80%). Credit: performing a calculation task and oral report. Current assessment: 8 online tests by topics (40%), individual task (20%) and control work (20%)*

## Grading scale

| Total points | National | ECTS |
|---|---|---|
| *90–100* | *Excellent* | *A* |
| *82–89* | *Good* | *B* |
| *75–81* | *Good* | *C* |
| *64–74* | *Satisfactory* | *D* |
| *60–63* | *Satisfactory* | *E* |
| *35–59* | *Unsatisfactory (requires additional learning)* | *FX* |
| *1–34* | *Unsatisfactory (requires repetition of the course)* | *F* |

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# Norms of academic integrity and course policy

*The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.*
*Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website:http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/*

# Approval

| *Approved by* | *Date, signature* | *Head of the department* |
|---|---|---|
| | 30.06.2023 | Vladimir MOROZ |
| | *Date, signature* 30.06.2023 | *Guarantor of the educational program* Yuri KALAGIN |

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