

## 3ME – Marketing Minor State exam - TOPICS

Content of the courses [3MG532 Marketing Research](#) and [3MG736 Digital Marketing](#).

### TOPICS:

Marketing research as a source of information  
 Primary and secondary sources of information  
 Qualitative research methods  
 Methods of quantitative research  
 Quantitative data collection techniques  
 Market research  
 Product research  
 Communication research  
 Price research

Digital Marketing Strategy  
 UX, UI, Web Ergonomics  
 Usability Testing  
 SEM - SEO  
 Content Marketing  
 Web analytics  
 Social Media Marketing  
 Emailing & CRM  
 Display Advertising & Affiliate Marketing

### Reading:

Type	Author	Title	Published in	Publisher	Year	ISBN	Library
RQ	BIRKS, D F. -- MALHOTRA, N K. -- NUNAN, D.	Marketing research : an applied approach	Harlow	Pearson	2017	978-1- 292- 10312-9	<a href="#">details</a>
RQ	CHAFFEY, D.	Digital business and e- commerce management : strategy, implementation and practice	Harlow	Pearson	2015	978-0- 273- 78654-2	<a href="#">details</a>

RQ required

RE recommended