

Methods of Market Research

Course Title <i>Titel</i>	Methods of Market Research
Course Status <i>Fachstatus</i>	Mandatory within specialisation International Business (English Track)
Frequency/Duration <i>Häufigkeit / Dauer</i>	Summerr term, 1 semester
Target Group <i>Zielgruppe</i>	4th semester students of Betriebswirtschaftslehre with specialisation in International Business (English Track)
Course Description <i>Kursbeschreibung</i>	Based on the knowledge obtained in Wirtschaftsstatistik this course places an emphasis on skills that are needed to conduct market research. Starting with the research design and basics of data collection and sampling techniques, it offers students an SPSS-based introduction into bivariate and selected aspects of multivariate data analysis.
Prerequisites (recomm.) <i>Vorkenntnisse (empf.)</i>	Marketing, Wirtschaftsstatistik
Required Materials <i>Arbeitsmittel</i>	Selected literature: Hague/ Hague/ Morgan: Market research in practice: how to get greater insight from your market, Kogan Page Limited, London, New York, New Dehli, latest ed. Hair/ Black/ Babin/ Anderson: Multivariate Data Analysis, Pearson, Harlow, latest ed. George/ Mallery: IBM SPSS Statistics step by step, Routledge, Oxon, latest ed.
Course outcomes <i>Lehrresultate</i>	Students are enabled to conduct a basic market research project.
Course topics <i>Kursinhalte</i>	<ol style="list-style-type: none">1. Design of market research projects2. Data collection and sampling3. Introduction to SPSS4. Principles of estimation and testing5. Bivariate analysis6. Aspects of multivariate analysis
Course Methods <i>Lehrmethoden</i>	
Course and examination language <i>Lehr- und Prüfungssprache</i>	English
Special features <i>Besonderheiten</i>	none
Subsequent courses <i>Weiterführende Kurse</i>	International markets, Marketing in the global economy

Applicability <i>(Verwendbarkeit)</i>	Only creditable in the program Betriebswirtschaftslehre.
Course Structure <i>Umfang/ Credits</i>	2 – 2 – 5 (Lecture hours – Practise – Credit points)
Workload	30 – 30 – 90 (Lecture hours – Practise – Self study)
Assessment/ Duration <i>Leistungsnachweis/ Dauer</i>	Written exam (120 minutes)
Lecturers <i>Lehrpersonen</i>	Cabos, Hardkop
Coordinator <i>Verantwortlich</i>	Prof. Dr. rer. pol. Karen Cabos
Last review <i>Letzte Überprüfung</i>	March 2017