

<b>Module title</b>		<b>Abbreviation</b>
Marketing Research		12-M-SM-242-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Administration and Marketing		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
<p>This course provides students with a comprehensive understanding of the principles and processes of conducting effective marketing research. This includes, for example, understanding latent constructs, designing data collection methods and questionnaires, and setting up experiments. In addition, students will learn techniques for data analysis and interpretation using SPSS, covering univariate, bivariate and multivariate analysis methods to derive actionable insights from the research results.</p> <p>Rough course structure:</p> <ul style="list-style-type: none"> <li>• Basics and process of marketing research</li> <li>• Introduction to marketing research</li> <li>• Latent constructs</li> <li>• Data collection &amp; questionnaire design</li> <li>• Experimental set-up</li> </ul> <p>Data analysis and interpretation</p> <ul style="list-style-type: none"> <li>• Introduction to SPSS</li> <li>• Univariate and bivariate analysis methods</li> <li>• Multivariate analysis methods (various forms of regression analysis; analysis of variance; conjoint analysis; mediation analysis; structural equation modeling)</li> </ul>		
<b>Intended learning outcomes</b>		
Through theoretical considerations as well as practical exercises and case studies, students develop the necessary skills to collect and analyze data in order to make strategic marketing decisions.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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**Module appears in**

Master's degree (1 major) Management International (2024)

Master's degree (1 major) Management (2024)

Master's degree (1 major) International Economic Policy (2024)

Master's degree (1 major) Econometrics (2024)