

Course: Marketing Research

Dozent(in)	Prof. Dr. Elnora W. Stuart
Teilnahme- voraussetzungen	Formal: keine
	Inhaltlich:
Prüfungsleistung	Written examination (60 Minutes) and marketing research project report
Prüfungsvorleistung	keine
Bewertung der Prüfungs- leistung	endnotenbildend
Bestehenserheblich	ja
Learning Outcomes	• Be able to translate a marketing problem into a feasible research question; • Appreciate marketing research as a process that involves a sequence of activities. • Understand the ethical requirements of marketing research • Have a general understanding of the strengths and weaknesses of alternative research designs and their appropriate use in marketing research • Be aware of the many sources of marketing information including syndicated research • Be more sensitive to the biases and limitations of marketing data and basic data analysis; • Be able to design and develop research instruments for both qualitative (focus group or interview discussion guide) and quantitative research (survey questionnaire) investigations. • Be able to design and execute a basic survey research project.
Module Content / Syllabus	1. Introduction to Marketing Research 2. The Marketing Research Industry 3. The Marketing Research Process and Defining the Problem and Research Objectives 4. Research Design 5. Secondary Data, and Packaged Information 6. Qualitative Research Techniques 7. Evaluating Survey Data Collection Methods 8. Understanding Measurement, Developing Questions, and Designing the Questionnaire
Medien	Beamer mit Laptop, Tafel, Software DATEV
Literatur	DATEV-Handbuch in der aktuellen Fassung