

E05M Marketing Research

Module	Marketing Research							
Code	E05M							
Coordinator	Prof. Dr. U. Hamm							
Language	English							
Stud. Workload	180h (60h contact time)							
Credits	6 ECTS							
Frequency (WS/SS)	WS							
Instructors	Prof. Dr. U. Hamm							
Contents	Tasks and management of marketing research; methods of data collection; methods of data analysis, methods of prognoses.							
Objectives	Students (i) are able to outline the steps in the marketing research process; (ii) are able to develop a marketing research design; (iii) know all relevant methods for data collection, analyses and prognoses with their specific advantages and problems; (iv) acquire personal skills for teamwork, oral and written presentations.							
Literature	Aaker, D.A., Kumar, V., Day, G.S. 2004: Marketing research, 8th ed., John Wiley, New York; Bryman, A. 2004: Social research methods, 2nd ed. Oxford University Press; Shao, A.T. 2002: Marketing research 2nd ed., South-Western Thomson Learning, Cincinnati.							
Study system usability	Economy		Organic			Tropical		
	M		M			E		
Entrance requirements	Basic knowledge on marketing							
Instruction type	Lecture		Seminar	Excursion		Practice	Tutorial	Project
Duration [contact h]	30		30					
Examination type	Oral test	Written test	Homework	Sem. speech	Protocol	Work report	Proj. report	Proj. pres.
	x		x	x				
Grade composition	50% oral test, 25% written seminar presentation, 25% oral seminar presentation							