

Georg-August-Universität Göttingen Universität Kassel/Witzenhausen Module M.SIA.E05M: Marketing research	6 C 4 WLH
Learning outcome, core skills: Students (i) are able to outline the steps in a marketing research process; (ii) are able to develop a marketing research design; (iii) know all relevant methods for data collection, analysis and prognosis with their specific advantages and problems; (iv) elaborate written and oral presentations in teamwork.	Workload: Attendance time: 60 h Self-study time: 120 h
Course: Marketing researches (Lecture, Seminar) <i>Contents:</i> Tasks and management of marketing research; methods of data collection; methods of data analysis, methods of prognoses. - Aaker, D.A., Kumar, V., Day, G.S. (2011): Marketing research. 10thed., Hoboken, NJ: Wiley. - Bryman, A. (2008): Social Research Methods. 3rded., Oxford: Oxford University Press. - Burns, A.C., Bush, R.F. (2006): Marketing Research. 5thed., Upper Saddle River, NJ, et al.: Prentice Hall. - Denzin, N.K., Lincoln, Y.S. (2008): Strategies of qualitative inquiry. 3rded., Los Angeles, CA, et al.: Sage Publications. - Churchill, G.A., Brown, T.J. (2007): Basic marketing research. 6thed., Mason, OH: Thomson South Western. - Dillman, D.A., Smyth, J.D., Christian, L.M. (2009): Internet, mail, and mixed-mode surveys. 3rded., Hoboken, NJ: Wiley. - Greenbaum, T.L. (2000): Moderating focus groups. A practical guide for group facilitation. Thousand Oaks, CA, et al.: Sage Publications. - Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E. (2009): Multivariate data analysis, 7thed., Upper Saddle River, NJ, et al.: Prentice Hall. - Malhotra, N.K., Birks, D.F., Wills, P. (2012): Marketing research, 4thed., Harlow, Pearson. - McQuarrie, F. (1996): The marketresearchtoolbox:aconciseguideforbeginners. Thousand Oaks, CA, et al.: Sage Publications. - Ritchie, J., Lewis, J. (2006): Qualitative research practice: A guide for social science students and researchers. London et al.: Sage Publications. - Shao, A.T., Zhou, K.Z. (2007): Marketing research. 3rded., London et al.: Thomson Learning. - Webb, J.R. (2005): Understanding and designing marketing research. 2nded., London: Thomson Learning. - Wooldridge, J.M. (2006): Introductory econometrics – a modern approach. 3rded., Mason, OH, et al.: Thomson South Western.	4 WLH

Examination: Presentation (ca. 20 minutes) with written outline (max. 5 pages) (50%) and oral exam (ca. 30 minutes) (50%) M.SIA.E05M.Mp: Marketing research Examination requirements: Knowledge of tasks and management of marketing research; methods of data collection; methods of data analysis, methods of prognoses.		6 C
Admission requirements: none	Recommended previous knowledge: Basic knowledge on marketing	
Language: English	Person responsible for module: Prof. Dr. Ulrich Hamm	
Course frequency: each winter semester; Witzenhausen	Duration: 1 semester[s]	
Number of repeat examinations permitted: twice	Recommended semester:	
Maximum number of students: 40		
Additional notes and regulations: Literature: Aaker, D.A., Kumar, V., Day, G.S. (2013): Marketing research. 11th ed., Hoboken, NJ: Wiley. - Bryman, A. (2008): Social Research Methods. 3rd ed., Oxford: Oxford University Press. - Burns, A.C., Bush, R.F. (2010): Marketing Research. 6th ed., Upper Saddle River, NJ, et al.: Prentice Hall. - Denzin, N.K., Lincoln, Y.S. (2008): Strategies of qualitative inquiry. 3rd ed., Los Angeles, CA, et al.: Sage Publications. - Churchill, G.A., Brown, T.J. (2007): Basic marketing research. 6th ed., Mason, OH: Thomson South Western. - Dillman, D.A., Smyth, J.D., Christian, L.M. (2009): Internet, mail, and mixed-mode surveys. 3rd ed., Hoboken, NJ: Wiley. - Greenbaum, T.L. (2000): Moderating focus groups. A practical guide for group facilitation. Thousand Oaks, CA, et al.: Sage Publications. - Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E. (2009): Multivariate data analysis, 7th ed., Upper Saddle River, NJ, et al.: Prentice Hall. - Malhotra, N.K., Birks, D.F., Wills, P. (2012): Marketing research, 4th ed., Harlow, Pearson. - McQuarrie, F. (1996): The market research toolbox: a concise guide for beginners. Thousand Oaks, CA, et al.: Sage Publications. - Ritchie, J., Lewis, J. (2006): Qualitative research practice: A guide for social science students and researchers. London et al.: Sage Publications. - Shao, A.T., Zhou, K.Z. (2007): Marketing research. 3rd ed., London et al.: Thomson Learning. - Webb, J.R. (2005): Understanding and designing marketing research. 2nd ed., London: Thomson Learning. - Wooldridge, J.M. (2006): Introductory econometrics – a modern approach. 3rd ed., Mason, OH, et al.: Thomson South Western.		