

Module EC7 : Market Research and Analysis				Study programme	MBA english
Modul type:	ECTS-Points:	Workload:	Study stage:	Module duration:	
Elective	1	30	3rd or 4th	4 sessions	
Course(s):			Contact hours:	Independent study-hours:	Planned group-size (max.):
EC7 : Market Research and Analysis			16	14	15
Intended Learning Outcomes:					
<p>After the attendance of this course, students are capable of</p> <ul style="list-style-type: none"> - explaining the objectives and role of market research in business practice - exemplifying and describing different tasks of market research related to general marketing objectives and their individual business context. - describing the general structure of the marketing research process - exemplifying and describing basic options within each stage of the marketing research process - delineating and assessing different methods of data collection - discussing the pros and cons of different methods of data collection for market research tasks within their individual business context - developing an appropriate research design for market research tasks within their individual business context 					
Description / Content:					
<ul style="list-style-type: none"> - Definition, Objectives and Role of Market Research in Business Practice - The Scope of Market Research <ul style="list-style-type: none"> o Market Analysis o Customer Analysis o Marketing Decision Making - Overview of the Marketing Research Process - Market Research Controlling: Estimating the Value of Information - Organization and Providers of Market Research - Legal Framework and Ethics of Market Research - Stages of the Marketing Research Process <ul style="list-style-type: none"> o Stage 1: Defining the Research Purpose and Objectives o Stage 2: Establishing the Research Design o Stage 3: Data Collection o Stage 4: Data Analysis 					

- Stage 5: Interpretation and Presentation of Research Results
- Stage 6: Feedback and Decision Making
- Applications and Tools of Market Research
 - Product Development: Idea Generation and Evaluation
 - Market Segmentation
 - Product and Concept Testing
 - Estimating Willingness-to-Pay
 - Analysis of Market Potential
 - Product Positioning
 - Measurement of Customer Satisfaction

References:

Aaker, D.A., Kumar, V. and Day, G.S., (2012), Marketing Research, 11th edition, Chichester: Wiley & Sons.

☒Aaker, D.A., Kumar, V. and Day, G.S., (2009), Essentials of Marketing Research, 2nd edition, Chichester: Wiley & Sons.

☒Malhotra, Naresh K (2009): Marketing research - An applied orientation, 6h ed., Upper Saddle River, NJ, Prentice-Hall International.

☒Crask, Melvin; Fox, Richard J.; Stout, Roy G. (1997): Marketing research: principles and applications, 2nd edition, Englewood Cliffs, N.J., Prentice Hall.

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Language:

Courses are taught in English.

Teaching methods:

Lecture, discussion and experience based sessions, group work, case studies, self-study.

Module applicability:

MBA „General Management“ - english

Pre-requisites/Requirements:

Admission to the MBA-programme “General Management” – english

Examination Types:

Examination in the form of a written exam, homework (essay) or oral exam.

Requirement for award of ECTS-points:

Successful participation in the exam.

Course availability:

Anually

Assessment:

The exam of this module counts for 4,5 per cent of the final examination

Modul convenor and main lecturer:

Dr. Ludger Rolfes

Further information:
Material for the course will be provided online before the course starts.
Module Version:
10.08.2014