

<b>Module EC7: Market Research and Analysis</b>				<b>Study programme</b>	MBA english
<b>Modul type:</b>	<b>ECTS-Points:</b>	<b>Workload:</b>	<b>Study stage:</b>	<b>Module duration:</b>	
Elective	1	30	3rd or 4th	16 hrs plus exam	
<b>Course(s):</b>			<b>Contact hours:</b>	<b>Independent study-hours:</b>	<b>Planned group-size (max.):</b>
EC7: Market Research and Analysis			16	14	15
<b>Intended Learning Outcomes:</b>					
<p>After the attendance of this course, students are capable of</p> <ul style="list-style-type: none"> <li>- explaining the objectives and role of market research in business practice</li> <li>- exemplifying and describing different tasks of market research related to general marketing objectives and their individual business context.</li> <li>- describing the general structure of the marketing research process</li> <li>- exemplifying and describing basic options within each stage of the marketing research process</li> <li>- delineating and assessing different methods of data collection</li> <li>- discussing the pros and cons of different methods of data collection for market research tasks within their individual business context</li> <li>- developing an appropriate research design for market research tasks within their individual business context</li> </ul>					
<b>Description / Content:</b>					
<ul style="list-style-type: none"> <li>- 1 Definition, Objectives and Role of Market Research in Business Practice</li> <li>- The Scope of Market Research <ul style="list-style-type: none"> <li>o Market Analysis</li> <li>o Customer Analysis</li> <li>o Marketing Decision Making</li> </ul> </li> <li>- Overview of the Marketing Research Process</li> <li>- Market Research Controlling: Estimating the Value of Information</li> <li>- Organization and Providers of Market Research</li> <li>- Legal Framework and Ethics of Market Research</li> <li>- Stages of the Marketing Research Process <ul style="list-style-type: none"> <li>o Stage 1: Defining the Research Purpose and Objectives</li> <li>o Stage 2: Establishing the Research Design</li> <li>o Stage 3: Data Collection</li> <li>o Stage 4: Data Analysis</li> <li>o Stage 5: Interpretation and Presentation of Research Results</li> <li>o Stage 6: Feedback and Decision Making</li> </ul> </li> </ul>					

- 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 (e. g.):**

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.

**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:**

Homework paper (case based)

**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:**

Prof. Dr. P. Kenning (Co-ordinator)

<b>Further information:</b>
Material for the course will be provided online before the course starts.
<b>Module Version:</b>
2020-11-V1