



Subject	Marketing
Course:	Market Research
Professor in charge:	Prof. Dr. Erika Leischner
Target group:	Students in their fifth semester (BBA and Diploma)
Class contact hours:	2 hours per week
Aims:	<ul style="list-style-type: none">• The students should get to know the methods of market research.• They should learn to judge market research studies from a methodological point of view and• should be enabled to propose research study designs for real life marketing problems.
Contents:	<ol style="list-style-type: none">1 Introduction to market research<ol style="list-style-type: none">1.1 Nature and scope of market research1.2 Market research institutions1.3 Market research project (case)2 Scientific foundation of market research<ol style="list-style-type: none">2.1 Theories, hypotheses, concepts2.2 Measuring and scaling2.3 Evaluation criteria for measurements3 Sampling Methods<ol style="list-style-type: none">3.1 Sampling fundamentals and overview over methods3.2 Random sampling3.3 Quota sampling3.4 ADM-Mastersample4 Data collection methods<ol style="list-style-type: none">4.1 Primary versus secondary research4.2 Survey methods<ol style="list-style-type: none">4.2.1 Introduction4.2.2 Discussion of survey methods4.2.3 Designing a questionnaire4.3 Observation methods<ol style="list-style-type: none">4.3.1 Introduction4.3.2 Discussion of selected observation methods4.4. Experimental designs4.5 Panel research<ol style="list-style-type: none">4.5.1 Types of panels4.5.2 Household panel4.5.3 Trade panel5 Data analysis methods<ol style="list-style-type: none">5.1 Overview5.2 Discussion of selected data analysis methods
Methods:	Lecture, discussion, practices and reading assignments
Examination:	Final written or oral exam as a part of the exam in marketing
Literature:	<ul style="list-style-type: none">• Aaker, D.A. , Kumar, V. und G.S. Day (2003): Marketing Research, 7. Auflage, John Wiley & Sons• Berekoven, L., Eckert, W. und P. Ellenrieder (2004): Marktforschung. Methodische Grundlagen und praktische Anwendungen, 10. Auflage, Wiesbaden: Gabler• Kuß, A. (2004): Marktforschung. Grundlagen der Datenerhebung und Datenanalyse, 1. Auflage, Wiesbaden: Gabler
Language:	German



Case Studies: Yes, case studies included