

Applied Marketing Research

Module Code: DLMBCBR2

Module Type see curriculum	Admission Requirements none	Study Level MA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Caterina Fox (Applied Marketing Research)

Contributing Courses to Module

- Applied Marketing Research (DLMBCBR02)

Module Exam Type

Module Exam

Study Format: myStudies
Exam, 90 Minutes

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- The Role of Marketing Research in Managerial Decision-Making
- Problem Definition and the Marketing Research Process
- Secondary Data and Qualitative Research
- Survey Research and the Concept of Measurement
- Observational Research
- Sampling Issues, Data Processing, and Fundamental Data Analysis
- Communicating the Research Results

Learning Outcomes

Applied Marketing Research

On successful completion, students will be able to

- recognize and promote the importance of marketing research methodologies in supporting key marketing management decisions.
- identify some of the challenges of marketing research in an international environment.
- identify appropriate analysis tools for a given marketing related problem on a strategic and operational level.
- identify errors made in the research process.
- outline the stages of the marketing research process.
- identify ethical problems in a marketing research situation and propose an ethically sound approach.
- propose a research design to study a particular research question.
- compare and contrast different research methods.
- recommend good practice for a variety of research techniques.
- design questionnaires with sound measurement properties.
- interpret results of advanced marketing research efforts.
- transfer the gained insights into their future international work environment.

Links to other Modules within the Study Program

This module is similar to other modules in the fields of Marketing & Sales

Links to other Study Programs of the University

All Master Programmes in the fields of Marketing & Communication

Applied Marketing Research

Course Code: DLMBCBR02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

Course Description

In a global economy characterized by greater competition, companies operating internationally need comprehensive market-driven strategies in order to survive in the market place. The course allows students to explore marketing research, the information-gathering arm of marketing practice. The topic is viewed primarily from the perspective of a consumer of marketing research, i.e. a busy manager who needs information to guide decision making. Given their role in decision-making regarding marketing and sourcing marketing research, it is helpful for managers to understand how producers of research approach the process. This background will help you as a manager to become a better-informed consumer of research who is able to participate in research design, evaluate the quality of marketing information that crosses your desk, and conduct marketing research projects yourself when appropriate.

Course Outcomes

On successful completion, students will be able to

- recognize and promote the importance of marketing research methodologies in supporting key marketing management decisions.
- identify some of the challenges of marketing research in an international environment.
- identify appropriate analysis tools for a given marketing related problem on a strategic and operational level.
- identify errors made in the research process.
- outline the stages of the marketing research process.
- identify ethical problems in a marketing research situation and propose an ethically sound approach.
- propose a research design to study a particular research question.
- compare and contrast different research methods.
- recommend good practice for a variety of research techniques.
- design questionnaires with sound measurement properties.
- interpret results of advanced marketing research efforts.
- transfer the gained insights into their future international work environment.

Contents

1. The Role of Marketing Research in Managerial Decision-Making
 - 1.1 The Importance of Marketing Research in Decision-Making
 - 1.2 The Institutions Involved in Marketing Research
 - 1.3 Common Challenges in Conducting Marketing Research
2. Problem Definition and the Marketing Research Process
 - 2.1 From Problem Recognition to Research Objectives: Step One
 - 2.2 From Research Design to Follow-Up: Steps Two to Six
 - 2.3 Forward and Backward Linkages in the Marketing Research Process
3. Secondary Data and Qualitative Research
 - 3.1 Advantages and Limitations of Secondary Data
 - 3.2 Definition and Types of Qualitative Research
 - 3.3 Limitations of Qualitative Research
4. Survey Research and the Concept of Measurement
 - 4.1 Survey Errors and Their Impact on Research Outcomes
 - 4.2 Measurement Scales
 - 4.3 Questionnaire Design
5. Observational Research
 - 5.1 Observational Research Defined
 - 5.2 Approaches to Observational Research
 - 5.3 Advantages and Limitations of Observational Research
6. Sampling Issues, Data Processing, and Fundamental Data Analysis
 - 6.1 Sampling Methods and Types of Samples
 - 6.2 Data Processing Issues
 - 6.3 Fundamental Data Analysis
7. Communicating the Research Results
 - 7.1 The Major Steps in Communicating the Results
 - 7.2 Organization of the Research Report
 - 7.3 The Marketing Research Presentation

Literature**Compulsory Reading****Further Reading**

- Aaker, D. A., Kumar, V., Leone, R., & Day, G. S. (2012). *Marketing Research* (11th ed.). Hoboken, NJ: John Wiley & Sons.
- Grover, R., & Vriens, M. (2006). *The Handbook of Marketing Research: Uses, Misuses, and Future Advances*. Thousand Oaks, CA: Sage Publications.
- Iacobucci, D., & Churchill, G. A. (2015). *Marketing Research: Methodological Foundations* (11th ed.). Mason, OH: South-Western Thomson Learning.
- Malhotra, N. K., Birks, D. F., & Wills, P. A. (2012). *Marketing Research: An Applied Approach* (4th ed.). Harlow: Pearson.

Study Format myStudies

Study Format myStudies	Course Type Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods	
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