



## COURSE OUTLINE SS 2022

### **KU MARKETING RESEARCH 1** **Minor/Major Marketing and International Marketing**

LV-Nr. 040 386

**Tuesday 13:15 – 14:45 CET time**  
(2 SSt, 4 ECTS)

**Dr. Ifigeneia Leri**

Office Hours: Appointment via mail

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#### **1. Target audience**

Students of Minors/Majors in Marketing and International Marketing.

#### **2. Prerequisites**

Good knowledge of English, knowledge of principles in Marketing (recommended).

#### **3. Course objectives**

The course seeks to introduce core concepts and techniques associated with the design and execution of marketing research projects. It focuses particularly on data collection issues and the challenges facing researchers when collecting marketing research data. Students also gain hands-on experience by conducting a marketing research project.

#### **4. Assessment**

Performance in the course will be assessed as follows:

- |                |           |
|----------------|-----------|
| • Project      | 20 Points |
| • Midterm Exam | 35 Points |
| • Final Exam   | 45 Points |

The project will be tackled in groups of 3-4 students; the same grade will be awarded to all students belonging to the same group (further details will be given in the Introduction session).

The Midterm Exam will consist of 30 multiple choice questions scored as follows: correct answer = 1, no answer = 0.

The final exam will contain 20 multiple choice questions and two essay-type questions. Both the midterm exam and the final exam will be based on the textbooks, additional readings and material covered in the various sessions.

The grading system looks as follows: 0 to 49% - grade 5, 50 to 59% - grade 4, 60 to 69% - grade 3, 70 to 79% - grade 2, 80 to 100% - grade 1. Students who fail must repeat the entire course (and must register in the usual way next time the course is offered). No opportunities for make-ups will be offered.

## 5. Registration and attendance

Both the course and the exams are in English. Students wishing to take this course must register via u:space during the registration period. The maximum number of participants is 50. The course classes take place in the virtual room.

Registered students who, for whatever reason, are not able to take the course must de-register electronically. The latest date by which the course can be dropped is March 14. Students who decide to drop the course after this deadline will be graded with 5 (failed).

Attendance is compulsory throughout the semester; more than three absences will automatically result in a "Failed" grade.

By registering for this course, you agree that the automated plagiarism software Turnitin processes and stores your data (i.e. project work, seminar papers, exams, etc.).

Students should also regularly check our homepage for any changes in dates/times or locations.

## 6. Schedule

<b>Date</b>	<b>Topic</b>	<b>Reading: Chapters</b>
March 01 Digital	<i>Introduction Session</i> Project Details	
March 08 Digital	Marketing Research and Research Process	1 & 3
March 15 Digital	Data Collection: Primary and Secondary Data	7 & 8
March 22 Digital	Data Research Design: Descriptive Research	5
March 29 Digital	Survey Questionnaires and Data Collection Forms	9
<b>April 05</b> <b>On-site</b>	<b><i>Midterm Exam</i></b> <b>HS 16 Oskar-Morgenstern-Platz 1 2.Stock</b>	
April 26 Digital	Other Issues in Data Collection	10 & 11 & 12
May 03 Digital	Research Designs: Exploratory Research/ Qualitative Data	4
May 17 Digital <b>(13:15-17:00)</b>	Group Project Presentations *	
<b>May 24</b> <b>On-site</b>	<b><i>Final Exam</i></b> <b>HS 15 Oskar-Morgenstern-Platz 1 2.Stock</b>	

\* *The presentations session will last from 13:15 till 17:00*

## **7. Course Books and Readings**

### **Required textbook**

Iacobucci, D., Churchill, G. A. Jr. (2018): Marketing Research – Methodological Foundations, 12th ed., Earlie Lite Books, Nashville

### **Reading List:**

In addition to the text books, selected journal articles and/or videos may be used to further support students' understanding of marketing research. These articles and videos will be placed on Moodle and students informed accordingly.

*Reading the textbook chapters as well as the selected research papers is an essential part of the course (especially as preparation for the sessions!) and as important as attending lectures.*

**Further information will be given in the Introduction session!**