

KU Building Blocks of Marketing: Marketing Research (MA) | 2023/24WS

Information about the course

Course details

4.00 ECTS (2.00 SWS) | Continuous assessment of course work | Course format: on site
SPL 4 - Wirtschaftswissenschaften | max. 50 participants | Language: English

Course# 040 223-1 | 1:15 - 2:45 pm, Lecture room (HS) 3, Oskar-Morgenstern-Platz 1, 1st floor

Course# 040 223-2 | 3:00 - 4:30 pm, Lecture room (HS) 3, Oskar-Morgenstern-Platz 1, 1st floor

Course instructor: Dr. Jan André Koch
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Target audience

This course is aimed in particular at students of the Master's degree in Business Administration who have chosen "Marketing & International Marketing" as a major or minor and at students of the Master's degree in International Business Administration who have chosen "Marketing & International Marketing" in the in-depth phase.

This course is also open to students from other programs as well as guest students who are aiming for a specialization in marketing and who meet the study requirements.

Erasmus students must have successfully completed a basic/introductory marketing course at their home university. To be able to attend the course they must hand in a relevant transcript/certificate by October 5th, 2023.

Objectives & Content

The course seeks to introduce core concepts and techniques associated with the design and execution of marketing research projects. It focuses particularly on the research process, data collection issues, questionnaire design, sampling and measurement.

Course structure

Theoretical content will be explained in a lecture. Please note: the accompanying study of the literature is absolutely necessary, since not all content can be covered within the framework of the lecture.

Performance & Assessment criteria

This course is a continuing university course with an ongoing examination. The total performance assessment is based on the following partial performances:

- Participation: 20 %
- Midterm exam: 35 %
- Final Exam: 45 %

The assessment of the overall performance of the participants is determined as follows:

- 1 ≥ 88 %
- 2 ≥ 75 %
- 3 ≥ 63 %
- 4 ≥ 50 %
- 5 < 50 %

Students who fail must repeat the entire course (and must register in the usual way next time the course is offered). There are no opportunities for make-ups offered.

Dates & Content

Unit	Content
1	06.10.2023
2	13.10.2023
3	20.10.2023
4	10.11.2023
5	17.11.2023
6	24.11.2023
7	01.12.2023
8	15.12.2023
9	12.01.2024
10	19.01.2024
11	26.01.2024

Unit	Content
1	Introduction & research process & types of research design
2	(Mostly) exploratory: Secondary data & qualitative data
3	(Mostly) descriptive: Survey research & observations
4	Causal: Experiments
5	Questionnaire design
6	Midterm 3:00 - 4:30 pm, HS 14
7	Measurement, scaling and sampling 1
8	Measurement, scaling and sampling 2
9	Recent developments in marketing research
10	Marketing research in practice 3:00 - 4:30 pm, HS 4
11	Final exam 4:45-6:15 pm, HS 6

Registration/Deregistration

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.).

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 October 12th. Students who decide to drop the course after this deadline will be graded with 5 (failed).

It is absolutely essential that all registered students attend the first session on October 06th 2023 (Introduction) as failure to do so will result in their exclusion from the course. Students should also regularly check our homepage for any changes in dates/times or locations. <https://ufind.univie.ac.at/>

Literature

- Textbook: Zikmund, W.G. and Babin, B.J. (2016): Exploring Marketing Research, 11th edition, South-Western Cen-gage Learning (ISBN-10 1305263529)