<table>
<thead>
<tr>
<th>Nummer/Code</th>
<th>F32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module Name</td>
<td>Marketing research</td>
</tr>
<tr>
<td>Type of Module</td>
<td>Professional module (compulsory)</td>
</tr>
</tbody>
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**Educational Outcomes, Competencies, Qualification Objectives**

Students
- are able to describe how marketing research relates to the marketing concept
- are able to outline the steps in the marketing research process and show how the steps are interrelated
- know the factors to consider in defining the marketing problem or opportunity
- are able to develop a research design
- know all relevant methods and tasks for analysing consumer markets, competitors and actors in a supply chain
- are able to state the specific advantages of the most important methods of data collection
- know fundamentals of sampling theory
- know the different types of statistical analysis techniques
- acquire personal skills for oral and written presentations in teamwork.

**Types of Courses**

Lecture (2 SWS), Seminar (2 SWS)

**Course Content**

- Tasks and management of marketing research
- Methods of data collection
- Methods of data analysis
- Presentation of market research results for decision support
- Methods of development prognoses

**Course Title**

Marketing research

**Teaching and Learning Methods (Types of Teaching and Learning)**

Lecture units and seminar

**Module Applicability**

MSc International Food Business and Consumer Studies
MSc Sustainable International Agriculture
MSc Ökologische Agrarwissenschaften

**Duration of Module**

1 Semester

**Frequency of Module**

Annually, winter term

**Language**

English

**Recommended (Content) Prerequisites for Taking the Module**

- 

**Prerequisites for Taking the Module**

- 

**Students Workload**

180 hours, of which 60 contact hours, 120 hours of independent study

**Course Projects**

Presentation in seminar part (oral and written)

**Prerequisites for Admission to Examination**

- 

**Examination**

Oral examination (30 minutes) 100%

**Number of Credits for the Module**

6

**Teaching Unit**

Faculty of Organic Agricultural Sciences, University of Kassel

**Module Coordinator**

Prof. Dr. Ulrich Hamm, University of Kassel

**Module Teacher**

Prof. Dr. Ulrich Hamm

**Types of Media**

- 

**Literature**