| Nummer/Code | F32 |
|---|---|
| **Module Name** | **Marketing research** |
| **Type of Module** | Professional module (compulsory) |
| **Educational Outcomes, Competencies, Qualification Objectives** | Students<br>• are able to describe how marketing research relates to the marketing concept<br>• are able to outline the steps in the marketing research process and show how the steps are interrelated<br>• know the factors to consider in defining the marketing problem or opportunity<br>• are able to develop a research design<br>• know all relevant methods and tasks for analysing consumer markets, competitors and actors in a supply chain<br>• are able to state the specific advantages of the most important methods of data collection<br>• know fundamentals of sampling theory<br>• know the different types of statistical analysis techniques<br>• 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<br>• Methods of data collection<br>• Methods of data analysis<br>• Presentation of market research results for decision support<br>• 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<br>MSc Sustainable International Agriculture<br>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** | Aaker, D.A., Kumar, V., Leone, R.P., Day, G.S. (2013): Marketing research. 11th ed., Hoboken: Wiley; Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E. (2014): Multivariate data analysis, 7th ed., Harlow: Pearson Education; Malhotra, N.K., Birks, D.F., Wills, P. (2012): Marketing research, 4th ed., Harlow: Pearson Education. |