Module Name	Nummer/Code	F32
Type of Module Educational Outcomes, Competencies, Qualification Objectives **a reable to describe how marketing research relates to the marketing concept **a reable to outline the steps in the marketing research process and show how the steps are interrelated **brown the factors to consider in defining the marketing problem or opportunity **a reable to develop a research design **know all relevant methods and tasks for analysing consumer markets, competitors and actors in a supply chain **a reable 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** **a caquire personal skills for oral and written presentations in teamwork.* **Types of Courses** **Course Content** **Types of Courses** **Course Content** **Types of Courses** **Course Content** **Types of Courses** **Lecture (2 SWS), Seminar (2 SWS)* **Testand management of marketing research** **Methods of data collection** **Methods of data collection** **Methods of data analysis** **Presentation of market research results for decision support** **Methods of data analysis** **Presentation of market research results for decision support** **Methods of data analysis** **Presentation of market research results for decision support** **Marketing research** **Lecture units and seminar** **Marketing research** **Lecture units and seminar** **Maccing research** **Lecture units and seminar** **Maccing research** **Maccing research** **Maccing research** **Marketing research** **Lecture units and seminar** **Marketing research** **Lecture units and seminar** **Maccing research** **Marketing research** **Lecture units and seminar** **Marketing research** **Junitarion of Module** **Marketing research** **Junitarion of Module** **Taking the Module** **Prequesties for Taking the Module** **Prequesties for Administration** **Junitarion of Module** **Presentation in seminar part (oral and writ		
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