

Consumer and Market Research						
Module Code	Workload 180 hrs.	Credits 6	Semester 5	Frequency of Module Only summer semester	Duration 1 Semester	
1	Module Components		Teaching Language	Contact Hours	Self Study	Class Size
	a) Consumer Analytics		a) English	a) 22,5 hrs.	a) 37,5 hrs.	a) 30
	b) Market Research		b) English	b) 22,5 hrs.	b) 97,5 hrs.	b) 30
2	<p>Learning Outcomes</p> <p>After successful completion of the module the students should</p> <p>Knowledge (1) ... be aware of digital marketing metrics. ... be able to design and execute a research project. ... be familiar with methods for the analysis of consumer behaviour and markets.</p> <p>Comprehension (2) ... differentiate between online and offline research methods. ... recognize the advantages and limitations of alternative research designs, sources of information and data analysis. ... understand how marketing strategies can be based upon analysis of consumer behaviour and market structures.</p> <p>Application (3) ... be able to translate a marketing problem into a feasible research question and come up with an adequate research design to answer that question empirically.</p> <p>Analysis (4) ... be able to carry out systematic data collection and basic as well as advanced data analysis.</p> <p>Synthesis (5) ... demonstrate the ability to synthesise information and present a consumer and marketing research project both orally and in writing.</p> <p>Evaluation (6) ... be able to value the impact of digitization on consumer and market research. ... be able to evaluate and critically reflect on the principles and process of marketing consumer and market research.</p>					
3	<p>Individual Component Content</p> <p>a) - Quantitative market response models - predictive modelling of consumer behaviour - price setting using conjoint analysis</p>					

	<ul style="list-style-type: none"> - cluster and discriminant analysis for consumer market segmentation, and targeting, - perceptual mapping for positioning analysis - data mining and big data analysis - measuring customer lifetime value - tracking the customer journey online and offline <p>b)</p> <ul style="list-style-type: none"> - Market research process - exploratory/ descriptive/ causal research designs - sources and methods of data collection - designing questionnaires - sampling - data analysis - market information systems - competitive intelligence - distribution analysis - digital analytics - research report preparation and presentation - challenges in international market research
4	<p>Teaching Methods</p> <p>a) Seminar</p> <p>b) Lecture / Practical</p>
5	<p>Prerequisites</p> <ul style="list-style-type: none"> - Marketing - Consumer Behaviour - Social Research Methods - Statistics
6	<p>Methods of Assessment</p> <p>a) Graded Assessment 1sbR (Review) (2 LP)</p> <p>Modulprüfung Consumer and Market Research 1K (Written Exam) (4 LP)</p>
7	<p>Applicability of Module</p> <p>Business Management and Psychology B.A. (BMP)</p>
8	<p>Person Responsible for Module</p>

9	<p>Reading List (Core Texts and Recommended Texts)</p> <p>a) McBride, Dawn M. (2015): The process of research in psychology. Atlanta: Sage (Recommended). Siegel, Eric (2016): Predictive Analytics - The power to predict who will click, buy, lie, or die. Hoboken: Wiley (Recommended). Solomon, Michael; Bamossy, Gary; Askegaard, Søren; Hogg, Margaret (2016): Consumer Behaviour – A European perspective. London: Pearson (Recommended).</p> <p>b) Malhotra, Naresh (2014): Essentials of Marketing Research, New York: Pearson (Core Text). Hair, Jr., Joseph; Wolfinbarger, Mary; Bush, Robert; Ortinau, David (2012): Essentials of Marketing Research, Burr Ridge: McGraw-Hill (Recommended).</p>
----------	--