

Module number 24 - 26 (BW) 33 (EB)	Module title Specialised Elective Module: International Market Research	
Code IMR	Number of WSH 4	Module offered Every Semester
Module coordinator Markus Klose, Academic Director, ICL Graduate Business School, New Zealand	Tuition type Seminar-style tuition	Module duration 1 Semester
Lecturer Markus Klose, Academic Director, ICL Graduate Business School, New Zealand	Compulsory/Elective Elective	Module language English
<p>Learning outcomes</p> <p>The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:</p> <ul style="list-style-type: none"> • Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested • Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied • Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained <p>The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.</p> <p>On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:</p> <p><u>Subject skills</u></p> <p>Students gain detailed knowledge of the problems and methods of market research in an international and intercultural context (2). By the end of the course students can define the volume and type of information needed for a specific decision problem, and decide how to source that information (3). Students are familiar with the specific problems of international and intercultural markets and the impact on market research (3).</p> <p><u>Method skills</u></p> <p>Students are able to prepare, organise and execute a specific empirical project, and can evaluate the instruments and techniques which are offered by the market research industry (e.g. test marketing, panel research) (3).</p> <p><u>Social skills</u></p> <p>Students are able to reason and present their viewpoints convincingly in planning and decision making processes (2).</p> <p><u>Personal skills</u></p> <p>Students acquire discussion skills through working together in groups (2). They learn to exercise constructive criticism and to present their outcomes in a professional way (2).</p>		

Content

The focus of the course is to communicate an understanding of the methods of market research.

Topic 1 - Analysis of information need of international marketing

Topic 2 - Methodical basics of international market research

Topic 3 - Preparation of empirical surveys

Topic 4 - Secondary research

Topic 5 - Standardised instruments of the market research institutes

- Panel research
- Test marketing
- Media analysis
- Lifestyle research

Topic 6 - Primary research

- Specific problems in an international and intercultural context
- Observation
 - Relevance and methods
 - Technical support
 - Advantages and disadvantages
- Enquiry
 - Relevance and methods
 - Technical support
 - Advantages and disadvantages
- Preparing a questionnaire

Topic 7 - Sampling

- General problems of sampling
- Random and non-random samples
- Sample size

Topic 8 - Specific aspects of conducting a survey, of data analysis and presentation of the results

LiteratureRequired reading

Will be announced in the course

Recommended reading

Will be announced in the course

Teaching and learning methods

Due to Covid-19 situation, the course will be offered in a digital version. No classroom teaching is planned. The module leader will inform students about the planned course details within the first digital lecture.

Type of examination/Requirements for the award of credit points

Completed research project conducted in groups of approx. 4 students. In the completed research project students will demonstrate competency in:

- Selecting appropriate research tools for a given real-

	<p>life research project.</p> <ul style="list-style-type: none"> • Conduct research with real-life research subjects within the limited scope of the elective paper. • Document, and analyse collected research data within the scope of learned research tools and methodologies. • Report on findings within the scope of the elective paper.
Other information	<p>Max. number of participants: 25</p> <p>Registration necessary. Details can be found in Moodle.</p> <p>Lecture Times:</p> <p>Start: Tuesday, 05th October, 18.30 (until 19.45)</p> <p>From October 31st (due to Time Change Germany): Start 17.30 (until 18.45)</p>
<p>ECTS-Credits</p> <p>5</p>	<p>Workload</p> <p>150 hours</p>