

### **Marktforschung**

Module title in English Module level Module language	Market Research Master, postgraduate German
Lecturer	Professor Dr. Dirk Totzek
Module frequency Module duration	Summer semester 1 semester
Module content	<p>Week 1: Fundamentals of market research</p> <ul style="list-style-type: none"> <li>• Goals and importance of market research</li> <li>• Reliability and validity of market research</li> <li>• Fundamentals of hypothesis testing</li> </ul> <p>Week 2: The process of market research (I)</p> <ul style="list-style-type: none"> <li>• Data collection methods</li> </ul> <p>Week 3: The process of market research (II)</p> <ul style="list-style-type: none"> <li>• Sampling / Sample selection</li> </ul> <p>Week 4: The process of market research (III)</p> <ul style="list-style-type: none"> <li>• Design of the research instrument (surveys and experimental studies)</li> <li>• Editing and coding of data</li> </ul> <p>Week 5: Exploratory and confirmatory factor analysis</p> <ul style="list-style-type: none"> <li>• Overview and general procedure</li> <li>• Exploratory vs. confirmatory factor analysis</li> </ul> <p>Week 6: Analysis of variance</p> <ul style="list-style-type: none"> <li>• One-way ANOVA and one-way ANCOVA</li> <li>• Two and N-factorial ANOVA</li> <li>• Interpretation of interaction effects</li> </ul> <p>Week 7: Regression analysis (I)</p> <ul style="list-style-type: none"> <li>• Fundamentals of bivariate / multivariate regression analysis</li> </ul> <p>Week 8: Regression analysis (II)</p> <ul style="list-style-type: none"> <li>• Testing moderation and mediation</li> </ul> <p>Week 9: Regression analysis (III)</p> <ul style="list-style-type: none"> <li>• Fundamentals of logistic regression analysis</li> </ul> <p>Week 10: Regression analysis (IV)</p> <ul style="list-style-type: none"> <li>• Fundamentals of multilevel modeling</li> </ul>

		<p>Week 11: Causal analysis (I)</p> <ul style="list-style-type: none"> <li>• Overview and general procedure</li> </ul> <p>Week 12: Causal analysis (II)</p> <ul style="list-style-type: none"> <li>• Effects of moderation and mediation</li> <li>• Covariance-based vs. variance-based approach</li> </ul> <p>Week 13: Cluster analysis</p> <ul style="list-style-type: none"> <li>• Overview and general procedure</li> <li>• Market segmentation</li> </ul> <p>Week 14: Conjoint analysis</p> <ul style="list-style-type: none"> <li>• Classical conjoint analysis</li> <li>• Choice-based conjoint analysis</li> </ul>	
Parts / workload:			
Parts of the module		Contact hours	Credit points ECTS
Lecture		2	
Exercise		1	
Total		3	
Distribution of workload (to be calculated hours assuming 15 weeks, i.e., 14 lecture weeks + 1 exam week)			
		Attendance	Own study
Lecture		30	60
Exercise		15	45
Parts of the examination / requirements for awarding credit points		Written test, 60 minutes	
Composition of final grade		Written test: 100%	
Additional comments		In the course of the module, selective guest lectures will be held.	
Basic readings		<ul style="list-style-type: none"> <li>• Herrmann, A., Homburg, Ch., Klarmann, M. (2008, Ed.), Handbuch Marktforschung, 3<sup>rd</sup> ed., Wiesbaden.</li> <li>• Homburg, Ch. (2015), Marketingmanagement, 5<sup>th</sup> ext. ed., Wiesbaden.</li> </ul> <p>The reading of selected papers will be compulsory. Further literature recommendations will be given at the beginning of the course.</p>	