

Module: SL4 Market Research		
Exam: SL4 Market Research	LV.-No.:	ECTS-Points: 5 CP
Recommended Semester: 3rd Semester	Module: Mandatory	Language: German
Responsible lecturer: Prof. Dr. Holger Buxel	Cycle: Winter Term	Registration information:
Lecturer in charge: Prof. Dr. Holger Buxel		
Learning outcomes	Students are able <ul style="list-style-type: none"> • to understand the options of applying market research in marketing decision making (overall objective) • to explain the role of market research in marketing • to explain basic steps in the market research process • to explain basic market research methods and transfer and apply them to concrete problems • to develop a simple questionnaire. 	
Form of exam	Proof of performance	
Form of teaching	<ul style="list-style-type: none"> • Seminaric lecture • Training 	
Course contents	<ul style="list-style-type: none"> • Basics of market research • Market research process • Basic market research methods 	
Workload	Presence (2 SWS): Preparation and Follow-up: Sum:	60 h 90 h 150 h
Requirements	It is mandatory to attend module SL4 together with module SL5 (Market research project) in the same semester. Both modules build up consecutively on each other.	
Literature	Kuß, A., Wildner, R., Kreis, H., (2014), Marktforschung: Grundlagen der Datenerhebung und Datenanalyse, Gabler Verlag, Wiesbaden (latest version)	