

Module: SL5 Market Research Project		
Exam: SL5 Market Research Project	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 design a questionnaire and conduct interviews • to edit market research data files • to perform simple descriptive univ- and bivariate analyses in SPSS resp. Excel • to process the results of simple descriptive uni- and bivariate analyzes in Excel into figures • to assign suitable types of figures to different question types as well as to implement them into presentation formats 	
Form of exam	Module exam: seminar paper	
Form of teaching	<ul style="list-style-type: none"> • Practical Training 	
Course contents	<ul style="list-style-type: none"> • Questionnaire design and interviewing • Simple univariate and bivariate statistical methods of market research • Basics of data analysis and preparation with SPSS and Excel 	
Workload	Presence (2 SWS): Preparation and Follow-up: Sum:	60 h 90 h 150 h
Requirements	It is mandatory to visit module SL5 together with module SL4 (Market Research) in the same semester. Both modules build up consecutively on each other. In module SL4, a certificate of performance has to be taken during the semester. Passing this certificate of performance successfully is a mandatory prerequisite for being enabled to pass the exam in module SL5.	
Literature	Kuß, A., Wildner, R., Kreis, H., (2014), Marktforschung: Grundlagen der Datenerhebung und Datenanalyse, Gabler Verlag, Wiesbaden (latest version)	