# Course Syllabus

<table>
<thead>
<tr>
<th><strong>Unit</strong></th>
<th>Market Research Seminar</th>
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<tr>
<td><strong>Module</strong></td>
<td>Strategic Market Research</td>
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<tr>
<td><strong>Responsible for module</strong></td>
<td>Prof. Dr. Sascha G. Fabian, <a href="mailto:sascha.fabian@hs-neu-ulm.de">sascha.fabian@hs-neu-ulm.de</a>, Tel: +49(0)731-9762-1408, Room: Centre for Marketing &amp; Sales (1,13 Edison)</td>
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<tr>
<td><strong>Course type</strong></td>
<td>Part of the specialisation “International Brand &amp; Sales Management”</td>
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<td><strong>Lecturer(s)</strong></td>
<td>Prof. Dr. Sascha G. Fabian</td>
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<td><strong>Language</strong></td>
<td>English</td>
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<td><strong>Semester</strong></td>
<td>3rd semester</td>
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| **Teaching methods / scale / members** | Teaching method: tutorials and personal coaching  
Scale: 3 teaching hours per semester week  
Members: max. 30 students |
| **Work parameters** | Total 90 hours, thereof approximately 34 contact hours in lecture form/coaching, additional hours self study (writing academic paper) |
| **Credit points** | 9 ECTS for entire module ‘Strategic Market Research’.  
Additional units to be attended:  
  - ‘Strategic Market Research and Market Research Tools’  
  - ‘Strategic Market Research Case Studies’ |
| **Requirements for admission to the course** | Enrolled Master Student |
### Objectives
This unit aims to introduce students to current Market Research problems, which shall be examined and scientifically compiled. Students are required to demonstrate a critical reflection of the theories and concepts presented in the module. By writing a scientifically based assignment essential skills for scientific working will be improved. This will serve as a preparation for writing the master thesis. Further students train their rhetorical and didactical competences and develop self-awareness and critical ability, attitudes, which characterize effective market researchers.

### Content
Students will prepare an assignment (5000 words) within scientific considerations and introduce their fellow students to their topic during a presentation using MS PowerPoint and other media. The subjects will be generated from current Market Research theory. Consequently writing the assignment deepens students’ understanding and knowledge of the contents from the course ‘Strategic Market Research Management and Market Research Tools’.

### Course achievement and examination
Written assignment (5000 words) and presentation

### Media
Projector, blackboard, handouts

### Literature
- Ian Brace: Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective Market Research (Market Research in Practice Series)

At this stage of studies it is expected that, in addition to the texts identified above, students will supplement their reading with appropriate journal articles. Electronic access is available to many journals (more information in the HNU library). Although it is expected that students will source appropriate articles from a range of academic journals, key sources on Market Research topics are:

- Journal of Marketing Research
- International Journal of Market Research
- Organizational Research Methods
- Journal of Official Statistics
- etc.

### Used instruction material
Specific lecture notes; handouts; literature from the Internet, library, interlending

*updated in May 2016*