**Unit**
Strategic Market Research Case Studies

**Module**
Strategic Market Research

**Responsible for module**
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**Course type**
Part of the specialisation “International Brand & Sales Management”

**Lecturer(s)**
Prof. Dr. Sascha G. Fabian

**Language**
English

**Semester**
3rd semester

**Teaching methods / scale / members**
Teaching method: tutorials, personal coaching
Scale: 2 teaching hours per semester week
Members: max. 30 students

**Work parameters**
Total 90 hours, thereof approximately 22 contact hours in personal coaching form, additional hours self study (solving case studies and writing coursework)

**Credit points**
9 ECTS for entire module ‘Strategic Market Research’.
Additional units to be attended:
- ‘Strategic Market Research and Market Research Tools’
- ‘Market Research Seminar’

**Requirements for admission to the course**
Enrolled Master Student
## Objectives

This unit aims to broaden students’ theoretical knowledge. They are required to demonstrate a critical application of the theories and concepts presented in the module. Students will learn to develop considerable problem-solving capabilities and to communicate these efficiently. Further soft skills like personal initiative, teamwork, project management, attitude of responsibility, self-awareness and critical ability will be trained.

## Content

This unit deepens the contents of the course ‘Strategic Market Research Management and Market Research Tools’. Students will apply the theoretical knowledge to current Market Research problems. The discussed cases aim to cover national and international Market Research topics and will either be an actual challenge of a local company or a case that originates from theory. Students will present their solutions to the lecturer and their fellow students and discuss their approach in detail.

## Course achievement and examination

Group presentation or written assignment (5000 words)

## 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