# Course Syllabus

## Unit
Strategic Market Research Management and Market Research Tools

## Module
Strategic Market Research

## Responsible for module
Prof. Dr. Sascha G. Fabian, sascha.fabian@hs-neu-ulm.de, Tel: +49(0)731-9762-1408, Room: Centre for Marketing & Sales (1,13 Edison)

## 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: The unit will be delivered through a blended learning approach by a combination of methods, including some or all of the following: formal lectures, guest speakers and multimedia presentations. Furthermore the students will be introduced to sophisticated Market Research software like SPSS and CAPI, CATI and WebSurvey Software by Sawtooth Software.
Scale: 2 teaching hours per semester week
Members: max. 30 students

## Work parameters
Total 90 hours, thereof approximately 22 contact hours in lecture form, additional hours self study (revision, exercises, exam preparation)

## Credit points
9 ECTS for entire module ‘Strategic Market Research’.

Additional units to be attended:
- ‘Market Research Seminar’
- ‘Strategic Market Research Case Studies’
Requirements for admission to the course
Enrolled Master Student

Objectives
Strategic Market Research Management and Market Research Tools are important keys to success. They guarantee that management decisions can be taken on relevant, accurate, reliable, and current information. This unit aims to provide students a detailed understanding of the essential technologies and methods of Market Research, which are most important in a later executive career. Further it teaches students a framework for understanding the value, limitations of published research and important Market Research programs (like SPSS and SSI Web).

Content
Students attain a detailed understanding of consumer and competitor analysis.

Consumer Research:
Marketing Research will be taught according to the process of conducting a Market Research project. Students will learn how to:

• Define the Marketing Research problem
• Formulate the Research Design, e.g. Qualitative vs. Quantitative Research Methods, Questionnaire Design, Scaling and Sampling
• How to collect and analyse data as well as reporting results. In the area of Data Analysis, several descriptive and inductive methods will be taught
• A final area will deal with the particularities of International Marketing Research

Competitive Intelligence:
This part of Marketing Research will focus on information about various aspects of competitors that are relevant for the success of a company.

• Industry Analysis (The Nine Forces)
• Competitive Positioning Analysis
• Supply Chain Management (SCM) Analysis
• Benchmarking Analysis
• McKinsey 7S Analysis
• Shadowing
• Product Line Analysis
• Corporate Reputation Analysis
• Critical Success Factor Analysis
• War Gaming

Course achievement and examination
Examination (90 min)
### 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)
- Carl McDaniel: *Marketing Research with SPSS*, ISBN-10: 0471755281

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

*updated in May 2016*