



COURSE SYLLABUS

Marketing Research, 7.5 credits

Marketing Research, 7,5 högskolepoäng

Course Code:	MLTR23	Education Cycle:	Second-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Aug 18, 2014	Disciplinary domain:	Social sciences
Revised by:	Examiner Jun 27, 2017	Subject group:	FE1
Valid From:	Aug 21, 2017	Specialised in:	A1N
Version:	5	Main field of study:	Business Administration
Reg number:	IHH 2017/2701-313		

Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

Knowledge and understanding

1. discuss and specify the need for market information to solve problems, identify opportunities, evaluate actions, and monitor performance in firms and other organizations
2. discuss and choose appropriate methods to gain marketing information, including procurement of marketing research, needed in firms and other organizations
3. explain strengths and weaknesses of different marketing research methods, quantitative as well as qualitative.

Skills and abilities

4. identify and implement the different parts of the marketing research process, including specification of information needed; collection, preparation and analysis of data; and oral and written reporting for a specific marketing research situation.

Judgement and approach

5. discuss and analyse ethical and quality issues in marketing research

Contents

The overall aim is to deepen the student's knowledge about and skills in marketing research. The course also prepares the student for thesis writing in marketing.

Important parts of the course include:

- the role of market information in firms and other organizations
- methods to gain market information
- the marketing research process, including: specification of information needed; collection, preparation and analysis of data; and oral and written reporting
- quality in marketing research
- ethics in marketing research

Type of instruction

Lectures, seminars and project

The teaching is conducted in English.

Prerequisites

Bachelor's degree in Business Administration including 60 credits in Business Administration (or the equivalent).

Examination and grades

The course is graded A, B, C, D, E, FX or F.

Assignments, project and written exam

ILOs 1-3: written exam

ILOs 4-5: individual and group assignments and projects

Registration of examination:

Name of the Test	Value	Grading
Examination ¹	7.5 credits	A/B/C/D/E/FX/F

¹ Determines the final grade of the course, which is issued only when all course units have been passed.

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an

examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

Course literature

Babin, W and Zikmund, W. *Exploring Marketing Research*. Cengage Learning. Latest edition.

A reading list will be made available at the start of the course.