



Marketing Research and Data Mining	
Course number	2522
Remarks	
Lecturer	Prof. Dr. Victoria Bertels
ECTS	5
Number of semester hours	4
Type	Elective
Duration	1 Term
Prerequisites	Recommended: Principles of marketing
Type of exam	<ul style="list-style-type: none"> • Written exam • Oral examination / presentation • Activity during lecture
Objectives	<p>The main objective of this course is to develop the students' expertise and methodological skills in marketing research. First of all, students will get to know which information about different market participants is needed in order to analyse the relevant market exhaustively. Furthermore, students will learn how to conduct qualitative and quantitative market research whereas the market research process will be used as a framework. They will get to know how to identify concrete research questions that are answered in a market research project. They will also learn how to design the data collection process and collect the required data. Concerning the data collection methods students will get knowledge about possibilities of gathering and analysing secondary data (especially big data management) and will learn about different research methods used to collect primary data such as qualitative and quantitative survey techniques, experiments, panel management. Finally, they will get to know fundamental possibilities how to describe collected data.</p>
Content	<ul style="list-style-type: none"> • Introduction to marketing research • Different perspectives of the marketing research • Market intelligence • Customer Intelligence • Competitive Intelligence • Market research process • Identification of research questions • Design of the data collection process • Data collection • Description of the collected data
Bibliography	<ul style="list-style-type: none"> • Mandatory readings: Sarstedt, M. / Mooi, E. (2019) A Concise Guide to Market Research, third Edition, Springer, chapters 1 – 5 & 10. • Suggested readings: • Iacobucci, D. / Churchill Jr., G. A. (2018) Marketing Research: Methodological Foundations, 12th edition, Earlie Lite Books, Inc. • Malhotra, N. K. (2020) Marketing research and applied orientation, seventh edition, Pearson. • Rajagopal, R. (2018) Marketing Research: Fundamentals, Process, and Implications, Nova Science Publishers, Inc.
Forms of instruction	Lecture and self-study
Workload	
Language of instruction	English
Availability	Every winter term