Module title:	**Market Research**
Version:	**1.0 (11/2019)**
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Semester according to timetable:	SoSe (summer semester)
Module level:	Bachelor/Diploma
Duration:	1 semester
Teaching Language:	English
Place where the module will be offered:	Zittau

ECTS credits:	5
Student workload (in hours):	150

Number of hours of teaching:	4	subdivided into			
		2 Lecture	2 Seminar/Exercise	0 Laboratory work	0 Other
Self study time in hours:	105	subdivided into		
		20 Preperation of contact hours	60 Preperation of Exam	25 Other

Further information:	free for all

Learning goals/Competences

Subject-specific skills and competences:	After successful completion of the course, students will be able to: - name basic terms of market research and methodological basics - find information about markets, trends and customer wishes in statistical databases. - design, carry out and evaluate a customer survey - prepare a report and present it using digital media. - name basic terms and objectives of geomarketing - find information on area-specific trends, economic conditions, customer wishes in regional statistical databases
Generic competences (Personal and key skills):	After successful completion of the course, students will be able to: - to independently familiarise themselves with common measurement methods and assess their suitability for a specific application." - to think and act in an interdisciplinary manner. - to organise their own work process effectively.

Prerequisites:	Marketing, basics of statistics, Basic Knowledge of Excel
Optional:	Experience with SPSS or R, Online survey tools

Literature:	Field, A. 2017. Discovering Statistics Using IBM SPSS. Sage Publications Harrison, Matthew et al. 2016. Market Research in Practice: An Introduction to Gaining Greater Market Insight. Kogan Page. Sarstedt, M. 2018. A Concise Guide to Market Research: The Process, Data, and Methods Using IBM SPSS Statistics (Springer Texts in Business and Economics). Wiesbaden.