

Module Handbook

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Course WIW-MKT-MAFU-K-7

Exercise applied Market Research (2U, 3.0 LP)

Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study
2	U	Lecture hall exercise class	3.0 CP	30 h 60 h
(2U)			3.0 CP	30 h 60 h

Basedata

SWS	2U
CP, Effort	3.0 CP = 90 h
Position of the semester	1 Sem. in WiSe
Level	[7] Master (Advanced)
Language	[DE] German
Lecturers	Roth, Stefan, Prof. Dr. (PROF DEPT: WIW)
Area of study	[WIW-MKT] Marketing
Lifecycle-State	[NORM] Active

Notice

The exercise class is organized in small groups with around 5 students. The number of groups depends on the total number of students.

Contents

- Problem definition and designs
- Sources of information and survey
- Operationalization and measurement

- Data analysis
- Contingency analysis
- Regression analysis
- Analysis of variance
- Conjoint analysis
- Factor analysis
- Multidimensional scaling
- Cluster analysis

Requirements for attendance (informal)

None

Requirements for attendance (formal)

None

References to Course [WIW-MKT-MAFU-K-7]

Module	Name	Context	
[WIW-MKT-MAF-M-7]	Market Research	P: Obligatory	2U, 3.0 LP