

## Module Handbook

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# Course WIW-MKT-MAFV-K-7

Market Research (2V, 3.0 LP)

## Course Type

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

## Basedata

SWS	2V
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

## 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

## Literature

- Mauffette-Leenders/Erskine/Leenders, Learning with Cases, WIR 608/129, Semesterapparat Roth
- Homburg, C. (2015). Marketingmanagement: Strategie - Instrumente - Umsetzung - Unternehmensfuehrung (5th ed., pp. 1-1375). Wiesbaden: Gabler.
- Kotler, P., Keller, K. L., & Bliemel, F. (2007). Marketing-Management: Strategien für wertschaffendes Handeln (12th ed.). München: Pearson Studium.

## Materials

Skript über OLAT

## Requirements for attendance (informal)

None

## Requirements for attendance (formal)

None

## References to Course [WIW-MKT-MAFV-K-7]

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