



INTERNATIONAL MARKETING RESEARCH 2

040562/1 – 4 ECTS

SS 2021

Course Website: <https://international-marketing.univie.ac.at/studies/master-bwibw/courses-ss-2021/>

Instructor

Univ.-Prof. DDr. Adamantios Diamantopoulos

Office Hours: by appointment

For *all* inquiries, please contact initially Ms. Martina Roth (Sekretariat, Lehrstuhl für Internationales Marketing), Tel. +43 1 4277-38032, Email: martina.roth@univie.ac.at. *All appointments should be booked with Ms. Roth.*

Course Objectives

The course seeks to develop critical skills for designing and executing international marketing research projects. It builds directly on the knowledge gained from the International Marketing Research 1 course and highlights measurement, sampling, and data analysis issues in an international research setting.

Prerequisites

This course is only offered for Master students. Students taking this course *must* have already successfully completed the *Data Analysis for Marketing Decisions* course.

Erasmus students must have successfully completed a marketing research course at their home university. To be able to attend the course they must hand in a relevant transcript/certificate by March 7th, 2021.

Course Policies

Both the course and the exams will be held in English. However, sound knowledge of German is necessary for successful completion of relevant project work.

Students wishing to take this course *must register via u:space* during the registration period. The maximum number of participants is 50. By registering for this course you agree that the automated plagiarism software Turnitin processes and stores your data (i.e. project work, seminar papers, exams, etc.).

Registered students who, for whatever reason, are not able to take the course *must de-register* electronically. The latest date by which the course can be dropped is March 31. Students who decide to drop the course after this deadline will be graded with 5 (failed).

As the course has “prüfungsimmanenten Charakter”, *attendance is compulsory* throughout the semester (see also Admission and Attendance Policies on our homepage); more than *three* absences will automatically result in a “failed” grade.

It is absolutely essential that all registered students attend the first session on March 1st 2021 (Introduction/Vorbesprechung) as failure to do so will result in their exclusion from the course. Students should also regularly check our homepage for any changes in dates/times or locations.

Teaching Method

The course involves a combination of formal lectures and workshop sessions, held online via Zoom or a similar platform. Students are expected to have their cameras on during all session.

Schedule

Sessions will be held on **Mondays, 09:45 - 11:15 digital**, unless otherwise stated. The final exam will be held in class.

Session	Topic	Reading		Date
		Zikmund & Babin	Douglas & Craig	
1	Introduction/Vorbesprechung		14, 15	March 1
2	Measurement & Scaling I	10	6, 10	March 8
3	Measurement & Scaling II	10	6, 10	March 15
4	Sampling I	12, 13	9	March 22
5	Sampling II	12, 13	9	April 12
6	Experiments I	9		April 19
7	Experiments II	9		April 26
8	Multi-Country Data Analysis		11	May 3
9	Research Applications			May 10
10	Review			May 17
11	Final Exam			June 14, 10:00, HS 6

Assessment

Performance in the course will be assessed as follows:

Test 1 (unannounced)	30 %
Test 2 (unannounced)	30 %
Final Exam	40 %

The two unannounced tests will be multiple choice questions with negative marking. The final exam will last 45 minutes will be based on the textbooks, additional readings and material covered in the lectures (including case studies).

In total, a minimum of 50 percent needs to be attained overall to pass the course. The grading system looks as follows: 0 to 49% - grade 5, 50 to 59% - grade 4, 60 to 69% - grade 3, 70 to 79% - grade 2, 80 to 100% - grade 1. Students who fail must repeat the *entire* course (and must register in the usual way next time the course is offered). *No opportunities for make-ups will be offered.*

Course Books and Readings

Textbooks (also used in the International Marketing Research 1 course):

Craig S.C. and Douglas S.P. (2005): International Marketing Research, 3rd edition, John Wiley & Sons, Ltd. (ISBN 0-470-01095-9)

Babin, B.J. and Zikmund, W.G. (2016): Exploring Marketing Research, 11th edition, South-Western Cengage Learning. (ISBN-10 1305263529).

Reading List:

In addition to the text books, selected journal articles may be used to further support students' understanding of international marketing research. These articles will be placed on Moodle and students informed accordingly.

Reading the textbook chapters as well as the selected research papers is an essential part of the course (especially as preparation for the sessions!) and as important as attending lectures.