



## INTERNATIONAL MARKETING RESEARCH 2

### 040562/1 – 4 ECTS

### SS 2022

Course Website: <https://international-marketing.univie.ac.at/studies/master-bwibw/courses-ss-2022/>

#### 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](mailto: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. Students gain hands-on experience by conducting a marketing research project.

#### 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 6<sup>th</sup>, 2022.

#### 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* (with points) 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 14. 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 7th 2022 (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, placing particular emphasis on student participation. In case, due to COVID, the course cannot take place on location, it will be offered online during the same dates/times. In this case, students are expected to have their cameras on during all sessions.

## Schedule

Sessions will be held on **Mondays, 09:45 - 11:15, HS 3** 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 7
2	Project Kick-off			March 14
3	Measurement & Scaling I	10	6, 10	March 21
4	Measurement & Scaling II	10	6, 10	March 28
5	Guest Lecture			April 4
6	Sampling I	12, 13	9	April 25
7	Sampling II	12, 13	9	May 2
8	Experiments I	9		May 9
9	Guest Lecture			May 16
10-11	Group Presentations			June 13 9:45-13:00, HS 15
12	Final Exam			June 20, 15:00, HS 1

## Assessment

Performance in the course will be assessed as follows:

Class Participation 10%

Group Project 45%

Final Exam 45%

The group project will be tackled in groups of 3-5 students and will involve the preparation and presentation of a Market Research Report (further details will be given in the Introduction/Vorbesprechung session); the *same* grade will be awarded to all students belonging to the same group. The final exam will last 60 minutes will be based on the textbooks, additional readings, and material covered in the lectures.

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, 11<sup>th</sup> edition, South-Western Cengage Learning. (ISBN-10 1305263529).

### Reading List:

In addition to the text books, selected journal articles will 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.*