

## Building Blocks of Marketing 1: Marketing Research | 2023S

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Information about the course

Marketing Research | [Course 040 223](#)

### Course details

4.00 ECTS | Continuous assessment of course work | Attendance mandatory | Course format: offline (on site) | max. 50 participants | Language: English

[Course 040 223](#)

**Course instructor:** [Dr. Maria Gabriela Montanari](#)  
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### Target audience

This course is aimed in particular at students of the Master's degree in Business Administration who have chosen "Marketing & International Marketing" as a major or minor and at students of the Master's degree in International Business Administration who have chosen "Marketing & International Marketing" in the in-depth phase.

This course is also open to students from other programs as well as guest students who are aiming for a specialization in marketing and who meet the study requirements.

*Erasmus students must have successfully completed a basic/introductory marketing 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>, 2023.*

### Objectives & Content

The course seeks to introduce core concepts and techniques associated with the design and execution of marketing research projects. It focuses particularly on the research process, data collection issues, questionnaire design, sampling and measurement. Students also gain hands-on experience by conducting a marketing research project.

### Course structure

Theoretical content will be explained in a lecture. Please note: the accompanying study of the literature is absolutely necessary, since not all content can be covered within the framework of the lecture.

## Performance & Assessment criteria

This course is a continuing university course with an ongoing examination. The total performance assessment is based on the following partial performances:

Midterm exam	30 %
Project	25 %
Final Exam	45 %

The [group project](#) will be tackled in groups of 5-6 students (further details will be given in the Introduction session); the same grade will be awarded to all students belonging to the same group.

The [exams](#) will consist of both open-ended and multiple-choice questions and will be based on the text-books, additional readings and material covered in the various sessions.

The assessment of the overall performance of the participants is determined as follows:

- 1 ≥ 80 %
- 2 ≥ 70 %
- 3 ≥ 60 %
- 4 ≥ 50 %
- 5 < 50 %

Students who fail must repeat the entire course (and must register in the usual way next time the course is offered). There are no opportunities for make-ups offered.

## Dates & Content

Monday 11:30-13:00 – HS 7

Unit		Content	Chapters (Zikmund & Babin)
1	Mo 06.03.2023	Introduction and importance of marketing research	1
2	Mo 20.03.2022	Research process and design	3
3	Mo 27.03.2023	Secondary data and survey research	6, 7
4	Wed 29.03.2023 (online session 16:45)	Qualitative methods and observation research	5, 8
5	Mo 17.04.2023	Questionnaire Design	11
6	Mo 24.04.2023	Measurement and scaling	10
7	Wed 10.05.2023	Midterm exam – 16:45 – HS 1	Sessions 1-6
8	Mo 15.05.2023	Sampling	12, 13

9	Mo 05.06.2023	Experiments	9
10	Mo 12.06.2023	Recent developments in marketing research	-
11	Mo 19.06.2023	Marketing research in practice	-
12	Wed 28.06.2023	Final Exam – 16:45 – HS 4 & HS 6	All sessions

## Literature

### *Textbook:*

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

### *Reading List:*

In addition to the text book, selected journal articles and/or videos may be used to further support students' understanding of marketing research. These articles and videos 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.*

## Registration/De-registration

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 13<sup>th</sup>*. Students who decide to drop the course after this deadline will be graded with 5 (failed).

*It is absolutely essential that all registered students attend the first session on March 6th 2023 (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.*

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