



INTERNATIONAL MARKETING RESEARCH 1 (IMR 1) 040223/1 – 4 ECTS WS 2020/21

Course Website: <https://international-marketing.univie.ac.at/studies/master-bwibw/courses-ws-202021/#c581274>

Instructor

Univ.-Prof. DDr. Adamantios Diamantopoulos

Office Hours: Mondays, 14:00 – 15:00

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

Course Objectives

The course seeks to introduce core concepts and techniques associated with the design and execution of international marketing research projects. It focuses particularly on data collection issues in an international context and the challenges facing researchers when collecting international marketing research data.

Prerequisites

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 October 11th, 2020.

Course Policies

Both the course and the exams will be take place online and held in English.

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 October 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 October 5th 2020 (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 Big Blue Button, Collaborate or similar platforms.

Schedule

Sessions will be held on **Mondays, 09:45-11:15 digital**.

Session	Topic	Reading: Chapters		Date
		Zikmund & Babin	Craig & Douglas	
1	Introduction/Vorbesprechung	1, 2	1, 13	October 5
2	Research Process and Design	3, 4	2, 14	October 12
3				October 19
4	Secondary Research	6	3, 4	November 9
5	Qualitative Research	5	7	November 16
6				November 23
7	Observation Research	8	7	November 30
8	Survey Research	7, 18	5, 6	December 7
9	Questionnaire Design	11	8	December 14
10				January 11
11	Review			January 18
12	Final Exam			January 25 online

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).

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 2 course):

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

Zikmund, W.G. and Babin, B.J. (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.