

## Building Blocks of Marketing 1: Marketing Research | 2022W

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Marketing Research | Course 040 223 – Group 1

### Course-Dates

4.00 ECTS | attendance mandatory | Course format: offline (on site)  
| max. 50 participants | Language: English

### Course instructor

Dr. Maria Gabriela Montanari  
Appointment via mail (Room 05.617)  
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### Goals and 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.

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

### Course policies

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 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 October 3rd 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.*

### Course structure

Mondays 11:30-13:00 – HS 3

Dates	Content	Chapters (Zikmund & Babin)
Mo 03.10.2022	Introduction and importance of marketing research	1
Mo 10.10.2022	Research process and design	3, 5
Mo 17.10.2022	Secondary data and survey research	6, 7
Mo 24.10.2022	Questionnaire Design	11
Mo 31.10.2022	<i>No class scheduled. Booked for potential rescheduling.</i>	
Mo 07.11.2022	Midterm exam – HS 14 and HS 3 – 11:30	
Mo 14.11.2022	Measurement and scaling	10
Mo 21.11.2022	Sampling	12,13
Mo 28.11.2022	Experiments	9
Mo 05.12.2022	Future of marketing research	2
Fri 13.01.2023	Group project presentations – HS 17 – 9:45 (whole day)	
Mo 23.01.2023	Final Exam – HS 3 and HS 14 – 11:30	

### Assessment

Performance in the course will be assessed as follows:

Midterm exam	35 %
Project	25 %
Final Exam	40 %

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 textbooks, additional readings and material covered in the various sessions.

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.*

## **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**

<https://ufind.univie.ac.at/>