

MODULE HANDBOOK

**Business Administration/
Market Research and Consumer
Psychology**

Version: December 2016

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List of Abbreviations

CR	Credits according to ECTS – System
PLH	Examination based on essay
PLK	Examination based on written exam
PLL	Examination based on laboratory work
PLM	Examination based on oral exam
PLP	Examination based on project work
PLR	Examination based on presentation
PLS	Examination based on research project
PLT	Examination based on written thesis
PVL	Prerequisite examination
PVL-BVP	Prerequisite examination for bachelor interim overall exam
PVL-BP	Prerequisite examination for final bachelor graduation
PVL-MP	Prerequisite examination for final master graduation
PVL-PLT	Prerequisite examination for registration for bachelor thesis
SWS	Contact hours per week
UPL	Non-graded examination (pass/fail only)

Alignment matrix for learning outcomes according to official state requirements

- Study program specific modules

Module	Enlargement of knowledge	Consolidation of knowledge	Instrumental Competence	Systemic Competence	Communicative Competencies
MAR2040	X	X	X		
MCO2050	X	X			
MAR2110	X	X	X		X
MAR2200	X	X	X		
LAW2300	X	X			
MAR2300		X	X	X	X
MAR3110		X	X	X	
MAR3300			X	X	X
MAR4100		X	X	X	X

SECOND STUDY SECTION / STUDY PROGRAM SPECIFIC MODULES

MAR2040: Fundamentals of Market Research and Consumer Psychology

Module Name	Fundamentals of Market Research and Consumer Psychology
Module ID	MAR2040
Semester	2
Level	Basic
Credits	5
SWS /contact hours per week	4
Frequency	Each semester
Associated Courses	MAR2041: Market and Consumer Psychology MAR2041: Fundamentals of Market Research
Prerequisites	None
Assessment Methods and duration	PLK – 90 minutes
Requirements for granting of credits	Passing of the written exams, each component course may be passed separately.
Significance for the Final Grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned Group Size	Maximum: 90 students
Language	German, each semester English, winter semesters only (optional)
Module Duration	1 semester
Module Coordinator	Naderer, Wehner
Lecturer(s)	Naderer, Frank
Discipline	Market Research
Applicability in other programs	This module is also offered under the business bachelor programs „Business Administration/Marketing Communication and Advertisement“ and „Business Administration/International Marketing“.
Pedagogical Approach	Lecture with exercises

Objectives	<p><u>Market and Consumer Psychology</u></p> <ul style="list-style-type: none"> • Students know the psychological constructs and mechanisms influencing consumer behaviour. • They know various models concerning the effectiveness of advertising and purchase decisions – based on these models, they can analyze and evaluate advertisement. • They are capable of giving psychologically sound recommendations on how to develop advertising measures and advertising stimuli throughout different media. Furthermore they are capable of underpinning their recommendations scientifically. <p><u>Fundamentals of Market Research</u></p> <ul style="list-style-type: none"> • The students gain practical relevant insights into the methodological approach and instruments of market researchers. • They get to know the value of market research itself. <p>Therefore the module serves primarily for the dissemination and deepening of knowledge. The lecture contributes to the acquisition of methodological competence.</p>
Content	<p><u>Market and Consumer Psychology</u></p> <ul style="list-style-type: none"> • The lecture covers aspects of general and social psychology, which are application-relevant in the field of market and consumer psychology. • After a basic introduction, the main topics of the lecture are psychological constructs such as reception and processing (perception) of information, acquiring information (learning), activation, involvement, emotion, motivation, attitude, types of buying behaviour and social influences. <p><u>Fundamentals of Market Research</u></p> <ul style="list-style-type: none"> • Planning and implementation of market research projects • Basic survey methods (interview, observation, experiment) and their application • Analysis, interpretation and result presentation of empirical market research data • Implementation of market research in companies, making a connection to crucial questions in the marketing, sales and communication division
Relation to other Modules	This module sets the basis for all other respective subjects.
Literature	<p><u>Fundamentals of Market Research</u></p> <p>Aaker, David A. et al: Marketing Research. Berekoven, Ludwig/ Eckert, Werner/ Ellenrieder, Peter: Marktforschung. Methodische Grundlagen und praktische Anwendung. Wiesbaden Bradley, Nigel: Marketing Research: Tools and Techniques. Oxford. Gräf, Lorenz: Online-Befragung: Eine praktische Einführung für Anfänger. Münster. Most recent editions.</p>

	<p><u>Market and Consumer Psychology</u></p> <p>Gerrig, R. J. & Zimbardo, P. G. Psychology and Life, 20th Edition Psychology. Pearson.</p> <p>Mothersbaugh, David L./Hawkins, Delbert I.: Consumer Behavior: Building Marketing Strategy, 13th Edition, McGraw-Hill Education, New York.</p> <p>Kardes, Frank R./ Cronley, Maria L./Cline, Thomas Warren: Consumer Behavior. Science and Practice. Second Edition, South Western.</p> <p>Most recent editions.</p>
Workload	In addition to the 4 x 15 = 60 SWS attendance time, 90 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises and preparing for the exams are expected.
Additional Remarks	Within the framework of the International Study Program (ISP), this module can be attended in English. The obtained credits count into the 18-credit-requirement.
Keywords	Empirical Social Research, Marketing Research, Panel Research, Online Research, Consumer Behaviour, Consumer Psychology, Reception and Processing of Information, Perception, Acquiring Information, Activation, Involvement, Emotion, Motivation, Attitude, Types of Buying Behaviour
Last edited	September 2017

MCO2050: Fundamentals of Marketing

Module Name	Fundamentals of Marketing
Module ID	MCO2050
Semester	3
Level	Basic
Credits	5
SWS / contact hours per week	4
Frequency	Each semester
Associated Courses	MCO2051: Fundamentals of Marketing
Prerequisites	A minimum of 38 Credits achieved in the first study section (Level 1)
Assessment Methods	PLK – 90 minutes
Requirement for granting of credits	Passing of the written exam.
Significance for final grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned group size	Maximum: 90 students
Language	German or English (optional)
Module Duration	1 semester
Module Coordinator	Wehner
Lecturer(s)	Linxweiler, Walter
Discipline	Marketing and Advertisement
Applicability in other programs	This module is also offered under the business bachelor programs „Business Administration/Marketing Communication and Advertisement“, „Business Administration/Media Management and Advertising Psychology“ and „Business Administration/International Marketing“.
Pedagogical Approach	Lecture with exercises
Objectives	<p>After attending the course, the students...</p> <ul style="list-style-type: none"> • understand basic marketing terms and concepts. • understand marketing as management, which is oriented towards the requirements of the market. • know tasks, objectives and performance indicators of marketing. • are familiar with basic marketing strategies and the elements of the Marketing-Mix, got to know the central fields of activity within marketing management and learnt the fundamentals of brand management. <p>Therefore the module serves primarily for the dissemination and deepening of knowledge.</p>

Content	<p><u>Marketing planning, strategies and brand management</u></p> <ul style="list-style-type: none"> • Notional and conceptual foundations • Management process within marketing • Situation analysis within marketing • Content and instruments of strategic marketing planning • Strategic options (alternative marketing strategies) • Terms and functions of brands • Process of launching a brand • Brand positioning • Principles of brand management <p><u>Basic marketing instruments</u></p> <ul style="list-style-type: none"> • Development of the Marketing-Mix • Product and price relevant decision areas • Decisions regarding distribution
Relation to other modules	This module sets the basis for other respective subjects.
Literature	<p>Jobber, D./ Fahy, J.: Foundations of Marketing, McGraw-Hill Higher Education. Jobber, D.: Principles and Practice of Marketing, McGraw-Hill Higher Education. Kotler, P./Keller, K.L.: Marketing Management, Pearson. Kotler, P./Armstrong, G.: Principles of Marketing, Pearson</p> <p>Most recent editions.</p>
Workload	In addition to the 4 x 15 = 60 SWS attendance time, 90 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises and preparing for the exam are expected.
Additional remarks	Within the framework of the International Study Program (ISP), this module can be attended in English. The obtained credits count into the 18-credit-requirement.
Keywords	Fundamentals of Marketing, Brand, Brand strategy, Marketing planning, Instruments, Marketing-Mix
Last edited	September 2017

MAR2110: Market Research Methods

Module Name	Market Research Methods
Module ID	MAR2110
Semester	3 and 4
Level	Advanced
Credits	6
SWS / contact hours per week	4
Frequency	every two semesters
Associated Courses	<p>MAR2111: Questioning (2 SWS/4 credits, 3rd semester)</p> <p>MAR2112 WPF: Methodological Trainings in Market Research (in total 2 SWS / 2 Credits, 4th semester):</p> <ul style="list-style-type: none"> - MAR2113: Presentation Techniques (1 SWS/1 credit) - MAR2114: Psychological Interview and Moderation Technique (1 SWS/1 credit) - MAR2115: Online Research in Market Research (1 SWS/1 credit)
Prerequisites	A minimum of 38 Credits achieved in the first study section (Level 1)
Assessment Methods	<p>MAR2111: Questioning: PLH/PLR/PLP</p> <p>MAR2112 WPF: Methodological Trainings in Market Research: UPL (two methodological trainings with one UPL each must be passed)</p> <p>Different or additional trainings may be offered.</p>
Requirement for granting of credits	Passing of the respective exams.
Significance for final grade	The module is counted with 4 credits from "Questioning" towards the final bachelor grade.
Planned group size	Maximum: 35 students
Language	German
Module Duration	2 semesters
Module Coordinator	Wehner
Lecturer(s)	Wehner, Naderer, lecturer/ external trainer (Yilmaz, NN)
Discipline	Market Research
Applicability in other programs	None
Pedagogical Approach	Seminar

Objectives	<p><u>Questioning</u></p> <ul style="list-style-type: none"> • The students can design a valid survey and implement it using an online-survey-tool (Questback) <p>The module serves for the dissemination and deepening of knowledge, as well as instrumental competence. Especially the trainings contribute to the acquisition of communication skills.</p>
Content	<p><u>Questioning</u></p> <ul style="list-style-type: none"> • Validity and reliability of questions, possible responses and scales, conception of surveys, programming of online-surveys <p><u>WPF: Methodological Trainings in Market Research</u></p> <ul style="list-style-type: none"> • Presentation techniques • Psychological Interview and Moderation Technique • Online Research in Market Research
Relation to other modules	<p>This module builds on MAR2040: Fundamentals of Market Research and Consumer Psychology. For the students of Business Administration/Market Research and Consumer Psychology, this module sets the basis for MAR3300: Business Project in Market Research.</p>
Literature	<p>Möhring, Wiebke / Schlütz, Daniela: Die Befragung in der Medien- und Kommunikationswissenschaft. Eine praxisorientierte Einführung. Wiesbaden.</p> <p>Porst, Rolf: Fragebogen. Ein Arbeitsbuch. Studienskripten zur Soziologie. Wiesbaden.</p> <p>Gräf, Lorenz: Online-Befragung: Eine praktische Einführung für Anfänger. Münster.</p> <p>Most recent editions.</p>
Workload	<p>In addition to the 2 x 15 = 30 SWS attendance time, 90 hours of preparing and following-up on the lecture, autonomous studying of literature, development and programming of an online-survey are expected.</p>
Additional remarks	None
Keywords	Online-Survey, Survey, Presentation Techniques, Interview Training, Moderation of Group Discussions, Online Research
Last edited	September 2017

MAR2200: Psychological Qualitative Research Methodologies

Module Name	Psychological Qualitative Research Methodologies
Module ID	MAR2200
Semester	3 and 4
Level	Advanced
Credits	6
SWS / contact hours per week	4
Frequency	every two semesters
Associated Courses	MAR2201: Psychological Qualitative Research Methodologies I (2 SWS/2 credits, 3 rd semester) MAR2202: Psychological Qualitative Research Methodologies II (2 SWS/4 credits, 4 th semester)
Prerequisites	A minimum of 38 Credits achieved in the first study section (Level 1)
Assessment Methods	PLR/PLH (in the 4 th semester)
Requirement for granting of credits	Passing of the examination.
Significance for final grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned group size	Maximum: 35 students
Language	German
Module Duration	2 semesters
Module Coordinator	Naderer
Lecturer(s)	Naderer, Klär
Discipline	Market Research
Applicability in other programs	None
Pedagogical Approach	Lecture with exercises
Objectives	<p>After attending the course, the students...</p> <ul style="list-style-type: none"> are capable of applying the main psychological qualitative research methods based on theory, implement them practically and can psychologically analyse as well as interpret the results. <p>The module serves primarily for the dissemination and deepening of knowledge, as well as the acquisition of instrumental competence.</p>
Content	<ul style="list-style-type: none"> Development of a qualitative research design Sample concepts and survey instruments Development of a guideline for guided interviews Exploration and moderation techniques Theoretical basics (script) and practical implementation

	<ul style="list-style-type: none"> • Evaluation, analysis and interpretation of psychological, qualitative data
Relation to other modules	<p>This module builds on MAR2400: Fundamentals of Market Research and Consumer Psychology.</p> <p>For the students of Business Administration/Market Research and Consumer Psychology, this module sets the basis for MAR3300: Business Project in Market Research.</p>
Literature	<p>Dammer, Ingo / Szymkowiak, Frank: Gruppendiskussionen in der Marktforschung. Köln</p> <p>Gläser, Jochen / Laudel, Grit: Experteninterviews und qualitative Inhaltsanalyse. Wiesbaden</p> <p>Kuckartz, Udo: Einführung in die computergestützte Analyse qualitativer Daten. Wiesbaden</p> <p>Kühn, Thomas / Koschel, Kay-Volker: Gruppendiskussionen - Ein Praxishandbuch. Wiesbaden</p> <p>Mayring, Philipp: Qualitative Inhaltsanalyse – Grundlagen und Techniken. Weinheim</p> <p>Naderer, Gabriele / Balzer, Eva (Hrsg.): Qualitative Marktforschung in Theorie und Praxis. Grundlagen, Methoden und Anwendungen. Gabler-Verlag Wiesbaden.</p> <p>Most recent editions.</p>
Workload	<p><u>Psychological Qualitative Research Methodologies I</u> In addition to the 2 x 15 = 30 SWS attendance time, 30 hours of preparing and following-up on the lecture, autonomous studying of literature and working on exercises are expected.</p> <p><u>Psychological Qualitative Research Methodologies II</u> In addition to the 2 x 15 = 30 SWS attendance time, 90 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises, writing the essay and preparing for the presentation are expected.</p>
Additional remarks	None
Keywords	Qualitative Research, Group Discussions, Qualitative Interviews, Analysis of qualitative Data
Last edited	September 2017

LAW2300: Law

Module Name	? Law
Module ID	LAW2300
Semester	4
Level	Advanced
Credits	5
SWS / contact hours per week	4
Frequency	Each semester
Associated Courses	LAW4001: Intellectual Property Law, Multimedia and Internet Law
Prerequisites	A minimum of 45 Credits achieved in the first study section (Level 1)
Assessment Methods	PLR/PLP/PLK – 90 minutes
Requirement for granting of credits	Passing of the examination.
Significance for final grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned group size	Maximum: 90 students
Language	German
Module Duration	1 semester
Module Coordinator	Buchmann, Wechsler
Lecturer(s)	Professors of Business Law
Discipline	Law
Applicability in other programs	This module is also offered under the business bachelor programs „Business Administration/Marketing“, „Business Administration/Marketing Communication and Advertisement“ and „Business Administration/Media Management and Advertising Psychology“.
Pedagogical Approach	Lecture with exercises
Objectives	<p><u>Knowledge</u> The students...</p> <ul style="list-style-type: none">• gain knowledge about the nature, justification and the composition of Intellectual Property Law, Multimedia and Internet Law and know the different types of property rights.• have the necessary basic understanding to protect industrial property rights (patents, utility models, registered designs, brands) on a national, European and international level.• know and understand the relevance of international legal protection.• are capable of using and defending industrial property rights and works protected by copyright.• have a basic understanding of new media as well as a deepened understanding of material competition law.

	<p><u>Critical thinking and analytic skills</u></p> <p>The students...</p> <ul style="list-style-type: none"> • can apply legal regulations on life-situations, meaning that they find solutions based on juristic thinking and using the subsumtion technique. • are introduced to conflict-solving models and methods and are capable of juristic thinking and argumentation • have a critical understanding of intellectual property and personal rights in the media. • are capable of dealing with specific strategic challenges concerning intellectual property law, multimedia and internet law, faced by companies or entrepreneurs. <p><u>Ethical consciousness</u></p> <p>The students...</p> <ul style="list-style-type: none"> • learn to capture the type of intellectual property law, multimedia and internet law (patent specification, trademark law, registered design ...). • are capable of communicating with legal advisors appropriately • learn to phrase legal advices in the framework of a written case processing, concerning juristic concerns.
Content	<ul style="list-style-type: none"> • Overview of the different industrial property rights as well as copyright laws • Fundamentals of <ul style="list-style-type: none"> - patent and utility model law - design law - trademark law - copyright law - competition law • Overview of the composition, systematic and content of multimedia, privacy and internet law, e. g. domain law and the law of electronic commerce • Current issues of intellectual property law, multimedia and internet law, with special focus on their relevance for the media industry
Relation to other modules	<p>This module builds on the market research specific courses of the 3rd semester, as well as all lectures in law.</p>
Literature	<p>Branahl: Medienrecht, eine Einführung, Wiesbaden, Springer.</p> <p>Eisenmann/Jautz: Grundriss Gewerblicher Rechtsschutz und Urheberrecht, C.F. Müller Verlag, Heidelberg.</p> <p>Ensthaler: Gewerblicher Rechtsschutz und Urheberrecht, Springer Verlag, Berlin/Heidelberg.</p> <p>Fechner: Medienrecht, UTB, Stuttgart.</p> <p>Götting/Hubmann: Gewerblicher Rechtsschutz, CH. Beck Verlag, München.</p> <p>Haug, Grundwissen Internetrecht, Kohlhammer</p> <p>Lettl, Urheberrecht (Grundrisse des Rechts), CH. Beck Verlag, München.</p>

	<p>Ohly, Fälle zum Schwerpunkt Geistiges Eigentum, CH Beck Verlag, München.</p> <p>Most recent editions.</p>
Workload	In addition to the 4 x 15 = 60 SWS attendance time, 90 hours of preparing and following-up on the lecture and autonomous studying of literature are expected.
Additional remarks	None
Keywords	Competition Law, Copyright Law, Patent Law, Privacy Law, Trademark Law, Property Rights, Internet Law, Design Law, Multimedia Law, Media Law
Last edited	September 2017

MAR2300: Quantitative Research Methodologies I

Module Name	Quantitative Research Methodologies I
Module ID	MAR2300
Semester	4
Level	Advanced
Credits	9
SWS / contact hours per week	6
Frequency	Each semester (German or English)
Associated Courses	MAR2301: Quantitative Research Methodologies I (4 SWS/6 credits) AQM2136: Computer-based Management Technologies (2 SWS/3 credits)
Prerequisites	A minimum of 50 Credits achieved in the first study section (Level 1)
Assessment Methods	PLR + PLK – 90 minutes
Requirement for granting of credits	Passing of the examination and the term-paper as group-work
Significance for final grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned group size	Maximum: 35 students
Language	German, summer semesters only English, winter semesters only
Module Duration	1 semester
Module Coordinator	Kuhlenkasper
Lecturer(s)	Kuhlenkasper
Discipline	Market Research and Quantitative Methods
Applicability in other programs	This module is also offered under the business bachelor program „Business Administration/International Marketing“ (English lecture in winter semesters only).
Pedagogical Approach	Seminar
Objectives	<u>Inferential Statistics</u> The students... <ul style="list-style-type: none"> • understand basic inductive statistical methods and can execute them using statistical software. • master the fundamentals of probability calculations. • know the concepts of probability distribution (Chi-Square, binomial, hypergeometric, Poisson, student, normal and F-distribution) and can apply them on economic situations. • can calculate and interpret confidence intervals for the

	<p>mean, variances and shares.</p> <ul style="list-style-type: none"> • can apply and interpret parametric one- and two-sample T-Tests. • can apply and interpret the non-parametric Chi-Square-Test. <p><u>Multivariate Statistical Methods</u></p> <p>The students...</p> <ul style="list-style-type: none"> • know methods for statistical data analysis and can apply them on specific research questions. • can analyse data using SPSS, interpret and present the result appropriately. <p>The module serves primarily for the dissemination and deepening of knowledge, as well as the acquisition of instrumental competence.</p>
Content	<p><u>Inferential Statistics</u></p> <ul style="list-style-type: none"> • The students are introduced to the probability theory, to parameter assessment methods, to the various types of frequency methods, to hypothesis testing, as well as the interpretation of the most important parametric and non-parametric test methods. <p><u>Multivariate Statistical Methods</u></p> <ul style="list-style-type: none"> • Application of computerbased data analysis • Analysis of multivariate data using statistical methods and methods of econometrics <p>Interpretation and presentation of the results</p>
Relation to other modules	<p>This module sets the basis for respective courses in quantitative methods and for certain aspects of other business and market research courses.</p>
Literature	<p><u>Inferential Statistics</u></p> <p>Bortz, J.: Statistik für Human- und Sozialwissenschaftler, Berlin u.a.</p> <p>Fahrmeier, L.: Statistik. Der Weg zur Datenanalyse, Berlin u.a.</p> <p>Zöfel, P.: Statistik für Sozialwissenschaftler, München.</p> <p>Schwarze, J.: Statistik 1, Statistik 2 und Aufgabensammlung, Berlin.</p> <p>Anderson, D. R., Sweeney, D.J., Williams T.A.: Statistics for Business and Economics, Mason.</p> <p><u>Multivariate Statistical Methods</u></p> <p>Backhaus et al.: Multivariate Analysemethoden, Heidelberg u.a.</p> <p>Hair et al.: Multivariate Data Analysis, London.</p> <p>Handl, A., Kuhlenkasper, T.: Multivariate Analysemethoden, Heidelberg u.a.</p> <p>Most recent editions.</p>

Workload	<p><u>Inferential Statistics</u></p> <p>In addition to the $2 \times 15 = 30$ SWS attendance time, 60 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises on the internet/ e-learning are expected.</p> <p><u>Multivariate Statistical Methods</u></p> <p>In addition to the $2 \times 15 = 30$ SWS attendance time, 60 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises on the internet/ e-learning are expected.</p>
Additional remarks	<p>Within the framework of the International Study Program (ISP), this module can be attended in English (winter semester only). The obtained credits count into the 18-credit-requirement.</p>
Keywords	<p>Multivariate Statistics, Modelling, Econometrics</p>
Last edited	<p>August 2017</p>

MAR3110: WPF Market Research

Module Name	Market Research
Module ID	MAR3110
Semester	6
Level	Academic level, professional qualification
Credits	6
SWS / contact hours per week	4
Frequency	Each semester
Associated Courses	MAR3111: Advertising Research (in German, 2 SWS/3 credits) MMM3011: Media Research (in German, 2 SWS/3 credits) MAR3112: International Marketing (in English, 2 SWS/3 credits) (alternative courses may be offered)
Prerequisites	A minimum of 50 Credits achieved in the first study section (Level 1)
Assessment Methods	PLH / PLR / PLK – 45 minutes
Requirement for granting of credits	Passing of the examination, each component course may be passed separately. In this module, 6 credits must be achieved in total.
Significance for final grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned group size	15-25 students
Language	German English (Business Administration/International Marketing)
Module Duration	1 semester
Module Coordinator	Wehner
Lecturer(s)	Frank, Paetsch, Damgaard Professors/lecturers of different study programs
Discipline	Market Research, Marketing
Applicability in other programs	Distinct WPF can also be attended by students from other study programs.
Pedagogical Approach	Lecture with exercises
Objectives	Through choosing between the different WPF, the students can individually specialize within their study program. The objectives of each course vary. The module serves primarily for the dissemination and deepening of knowledge, as well as the acquisition of instrumental and systemic competence.

Content	<ul style="list-style-type: none"> • Advertising Research • Media Research • International Marketing
Relation to other modules	This module builds on the modules MAR2040 and MAR2050.
Literature	Depends on the chosen WPF – therefore literature will be announced individually
Workload	For each WPF: In addition to the 2 x 15 = 30 SWS attendance time, 60 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises and preparing for exams are expected.
Additional remarks	<p>The module or single courses of the module can be attended during a semester abroad. Modules and courses with a clear reference to the study program specialisation will be recognised in the learning agreement.</p> <p>Within the framework of the International Study Program (ISP), certain courses can be attended in English. The obtained credits count into the 18-credit-requirement.</p>
Keywords	Advertising Research, Media Research, Intercultural Marketing
Last edited	September 2017

MAR3300: Business Project in Market Research

Module Name	Business Project in Market Research
Module ID	MAR3300
Semester	6
Level	Academic level, professional qualification
Credits	10
SWS / contact hours per week	5
Frequency	Each semester
Associated Courses	MAR3301: Business Project in Market Research
Prerequisites	A minimum of 50 Credits achieved in the first study section (Level 1)
Assessment Methods	PLH / PLR / PLP – 45 minutes
Requirement for granting of credits	Passing of the examination.
Significance for final grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned group size	Maximum: 35 students
Language	German
Module Duration	1 semester
Module Coordinator	Wehner
Lecturer(s)	Naderer, Föhl, (Wehner)
Discipline	Market and Consumer Research / Advertising Psychology
Applicability in other programs	None
Pedagogical Approach	Project work
Objectives	<p>In the framework of the business project the students solve a complex research task.</p> <p>On the basis of a briefing from practice (usually issued by companies or institutions) the students work in autonomous teams, supervised by a professor. They analyse the status quo, develop a research design and define the intended methodological approach, execute an empirical study, evaluate its results, present them and give recommendations for action.</p> <p>The results are documented in writing and orally presented in front of the customer. In addition to the application and consolidation of theoretical knowledge, interdisciplinary competence, social competence and methodological competence (presentation techniques) shall be trained.</p> <p>The module serves primarily for the acquisition of instrumental, systemic and communicative competence.</p>

Content	Development and execution of a research project, based on practical tasks; Content and explicit tasks depend on the respective project
Relation to other modules	This module builds on the market research specific courses from 3 rd and 4 th semester. It sets the basis for writing the thesis in an independent and scientific manner.
Literature	Depends on the project – therefore literature will be announced individually
Workload	In addition to the 5 x 15 = 75 SWS attendance time, 225 hours of preparing and following-up on the lecture and independent project work are expected.
Additional remarks	None
Keywords	Business project Market Research and Consumer Psychology
Last edited	September 2017

MAR4100: Quantitative Research Methodologies II

Module Name	Quantitative Research Methodologies II
Module ID	MAR4100
Semester	7
Level	Academic level, professional qualification
Credits	8
SWS / contact hours per week	5
Frequency	Each semester
Associated Courses	MAR4101: Quantitative Research Methodologies II (3 SWS/4 credits) MAR4102: Media-Market-Surveys (2 SWS/4 credits)
Prerequisites	Completion of the first study section (Level 1) Accomplishment of all credits of the 3 rd semester (completion of all courses) and accomplishment of 12 credits in English modules/lectures
Assessment Methods	PLH / PLR / PLK – 45 minutes
Requirement for granting of credits	Passing of the examination.
Significance for final grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned group size	Maximum: 35 students
Language	German
Module Duration	1 semester
Module Coordinator	Föhl, Wehner
Lecturer(s)	Föhl(Quantitative Research Methodologies II) Wehner (Media-Market-Surveys)
Discipline	Market Research and Quantitative Methods
Applicability in other programs	None
Pedagogical Approach	Seminar
Objectives	The students... <ul style="list-style-type: none"> • are capable of applying more complex (multivariate) methods. • master the broad variety of quantitative research methods, which a crucial for working in the field of market research. • are able to solve an empirical market research question with quantitative methods. • are experienced in the use of SPSS and know how to interpret the results accurately. • can summarise the results, present them appropriately and

	<p>write them down in terms of a research paper.</p> <p>The module serves the deepening of knowledge and contributes to the acquisition of instrumental, systemic and communicative competence.</p>
Content	<p>The content of the module builds on the course “Quantitative Methodologies I”. In addition to the transfer of knowledge about further and more complex multivariate methods (e.g. Conjoint Analysis), also the processing of practical cases is trained through the seminaristic pedagogical approach. The module includes panel and time series analysis. Students edit datasets and work on research questions from a market research point of view.</p>
Relation to other modules	<p>This module builds on the module MAR2300.</p>
Literature	<p>Backhaus et al.: Multivariate Analysemethoden. Eine anwendungsorientierte Einführung, Berlin u.a.</p> <p>Bühl, A.: SPSS 20. Einführung in die moderne Datenanalyse unter Windows, München.</p> <p>Janssens, W., Wijnen, K., Pelsmacker de, P., Kenvove van, P.: Marketing Research with SPSS, Essex.</p> <p>Malhotra, N. K: Marketing Research. An Applied Approach, Pearson.</p> <p>Most recent editions.</p>
Workload	<p>In addition to the 5 x 15 = 75 SWS attendance time, 165 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises, development and presentation of a written research report and preparing for the examination are expected.</p>
Additional remarks	<p>The module is offered as a block course within the first 6 to 7 weeks of the 7th semester.</p>
Keywords	<p>Multivariate Methodologies, Conjoint, Structural Equation Modeling, Panel, Time Series Analysis, empirical data analysis</p>
Last edited	<p>September 2017</p>