



COURSE DESCRIPTION MARKETING RESEARCH

1. Bachelor Degree:	BA Reiseliv og Relasjonsledelse BA Hotell og Relasjonsledelse
2. Course:	Marketing research
3. Semester:	1
4. Credits:	10
5. Lecturer:	Assistant Professor Sander Sværi
6. Number of contact hours:	The lecturer is obligated to have 50 lecture hours with the class in the classroom.
7. Prerequisites:	None
8. Academic description:	<p>The main focus of the course is how to do research by following the each step of the research process. The students learn how to frame a problem, do literature search, choose research design and do data collection.</p> <p>After collecting data, the students learn data analysis and how to write a research rapport. The course also focuses on the importance of proper use of written sources, where and how to find academic and non academic written sources and how to judge the quality of the source.</p>
9. Course aims:	<p>The student will learn how to plan and do research by learning and understanding role of each step in the research process. The student will have the ability to find and evaluate the quality of information.</p> <p>The aim of the course is to make the student able to gather, evaluate and use information in his/her future academic work. The student will be able to decide what research method that would be recommendable to gather information for and analyse any given research problem.</p>
10. Course content:	<p>What is research?</p> <p>Research and ethics</p>

	<p>The research process</p> <p>Writing research reports</p> <p>How to frame a problem, Research questions and thesis</p> <p>Information competence</p> <p>Written sources</p> <p>Evaluating sources</p> <p>Digitale kilder</p> <p>Internet</p> <p>Search engines</p> <p>Navigating on the Internet</p> <p>Techniques for searching</p> <p> 2.3 Evaluating digital sources</p> <p>References</p> <p>Citation</p> <p>Copyright</p> <p>Qualitative methods</p> <p>Qualitative samples</p> <p>Qualitative techniques</p> <p>Observation</p> <p>Interview</p> <p>Focus groups</p> <p>Qualitative analyses</p> <p>Quantitative methods</p> <p>Quantitative samples</p> <p>Quantitative techniques</p> <p>Survey</p> <p>Observation and panel</p> <p>Quantitative analyses</p>
11. Teaching methods:	50 hours of lecturing, discussions and case work.
12. Assessment:	1 paper written on a group of 2-3 students 40% 1 individual exam 60%
13. Required readings:	Johannessen, Tuft, og Kristoffersen (2006): Forskningsmetode for økonomisk-administrative fag, Abstrakt forlag (430s) kr 349,-

14. Supplementary readings:	Bertnes, Pål A. (2005) Faglig informasjon på internett – kvalitet og kildekritikk . Abstrakt (159s) kr 298,- VIKO - veien til informasjonskompetanse http://www.ub.ntnu.no/viko/start.php (gratis)
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