



## COURSE DESCRIPTION

### MAU3200 Marketing Research II

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| 1. Degree               | Bachelor in Hotel Management<br>Bachelor in Tourism Management   |
| 2. Semester             | 3rd year – 5th semester  |
| 3. Credits              | 10   |
| 4. Course instructor    | Associate Professor Sander Sværi   |
| 5. Contact hours        | 50 hours   |
| 6. Course prerequisites | Basic knowledge of marketing research (i.e MAU1100)  |
| 7. Learning objectives  | <p><u>Knowledge:</u><br/>The student shall gain knowledge in both qualitative and quantitative techniques and analysis. The student shall understand the qualities and shortcomings of the different techniques, and understand the use and implications of different research designs. The student will understand the pros and cons of different methodological approaches, and understand how aim, theory, data and analysis influences the validity and reliability of the research.</p> <p><u>Skill:</u><br/>The student shall be able to choose research design, do the necessary steps for producing an academic paper (including the bachelor thesis) based on his/her own empirical findings. The student will also be able to use SPSS for quantitative analysis, and to understand the meaning and implications of findings.</p> <p><u>Attitude:</u><br/>The course shall give the student a critical understanding and attitude towards his/her own and others research. The student shall be more aware of the importance of using the right process of gathering and analyzing data. The student shall also be cautious when citing and using others research.</p> |
| 8. Course contents      | Marketing research II gives a deeper insight in important methodological challenges. The course has one general part that gives a deeper insight to definition of the study's aim and purpose, and the implications for research design, data collection, analysis, discussion and the writing of a research rapport. After  |

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|                                 | <p>the course, the students will be able to fully understand the difference between qualitative and quantitative approaches, and to elaborate on choices regarding the bachelor thesis. The course consists of 3 parts; 1) general methodology, 2) Qualitative research, and 3) Quantitative research.</p> <p>General methodology</p> <ul style="list-style-type: none"> <li>• Aim and purpose</li> <li>• Research design</li> <li>• Triangulation</li> <li>• How to write a rapport and a paper</li> <li>• Project proposals and descriptions</li> </ul> <p>Qualitative research</p> <ul style="list-style-type: none"> <li>• Data gathering:       <ul style="list-style-type: none"> <li>○ In dept interviews</li> <li>○ Focus groups</li> <li>○ Observation</li> </ul> </li> <li>• Qualitative analysis</li> <li>• Quality control in qualitative research</li> <li>• Ethics</li> </ul> <p>Quantitative research</p> <ul style="list-style-type: none"> <li>• Items and variables</li> <li>• Hypothesis</li> <li>• Research models</li> <li>• The strengths and weaknesses of quantitative research</li> <li>• Validity</li> <li>• Reliability</li> <li>• How to measure variables</li> <li>• Measuring models (formative/reflective)</li> <li>• Measuring scales</li> <li>• Cosnstructing a survey</li> <li>• Analysis using SPSS       <ul style="list-style-type: none"> <li>• Simple, descriptive analysis</li> <li>• Validity and reliability in multipple regression</li> <li>• Statistics</li> </ul> </li> </ul> |
| <p>9. Method of instruction</p> | <p>The course will be taught through lectures and discussions in class. The students will also engage in a variety of classroom activities, including both individual and groups.</p> <p>The students are required to invest considerable efforts in the learning process.</p>  |
| <p>10. Assessment</p>           | <p>Assignments/mid-term exam: 40 %<br/>         Final exam: 60 %</p>  |

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| 11. Course syllabus     | <p>Berg, Bruce L. 2009. <i>Qualitative research methods for the social sciences</i>. 7. utg. Boston: Allyn &amp; Bacon. ISBN: 9780205668106. Kap. 1-7, 10 og 12. Sider: 316. Pris: 649,-</p> <p>Kvale, Steinar og Svend Brinkmann. 2009. <i>Det kvalitative forskningsintervju</i>. 2. utg. Oslo: Gyldendal akademisk. ISBN: 9788205385290. Sider: 344. Pris: 428,-</p> <p><b><i>The compendium: Analyse av markedsinformasjon contains:</i></b></p> <p>Hellevik, Ottar. 2002. Kontroll av reliabilitet og validitet. I <i>Forskningsmetode i sosiologi og statsvitenskap</i>, 183-193. 7. utg. Oslo: Universitetsforlaget.</p> <p>Opstad, Birger. 2005. Regresjonsanalyse i praksis: Teori, metode, analyse og tolkning. Arbeidsnotat. Sider: 24.</p> <p>Reve, Torger. 1985. Validitet i økonomisk-administrativ forskning. I <i>Metoder og perspektiver i økonomisk/administrativ forskning</i>, 52-72. Oslo: Universitetsforlaget.</p> <p>Zikmund, William G. 2003. Ethical issues in business research. I <i>Business research methods</i>, 77-90. 7. utg. Mason, Ohio: Thomson/South-Western.</p> |
| 12. Recommended reading | <p>Johannessen, Asbjørn, Line Kristoffersen og Per Arne Tuft. 2005. <i>Forskningsmetode for økonomisk-administrative fag</i>. 2. utg. Oslo: Abstrakt. ISBN: 9788279352112.</p> <p>Rienecker, Lotte, Lis Hedelund, Signe Hegelund, Christian Kock, og Peter Stray Jørgensen. 2006. <i>Den gode oppgaven: Håndbok i oppgaveskriving på universitet og høyskole</i>. Bergen: Fagbokforlaget. ISBN: 9788245004526.</p>   |