

## COURSE DESCRIPTION

### Quantitative Research Methods

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| Bachelor Degree:      | Bachelor in Advertising and Brand Management<br>Bachelor in Tourism and Relationship Management<br>Bachelor in Hotel and Relationship Management<br>Bachelor in Marketing and Sales Management<br>Bachelor in International Marketing and Relationship Management  |
| Course:               | Quantitative Research Methods  |
| Semester:             | Fall or Spring   |
| Credits:              | 10   |
| Lecturer:             | Birger Opstad and Kristian Pehrson   |
| Contact hours:        | 60   |
| Prerequisites:        | Market Research  |
| Academic description: | The course focuses on the research process. The course gives an extensive description of various statistic techniques and use of statistical software for analyzing quantitative data.   |
| Course aims:          | To apply knowledge about various statistical techniques for collecting, analyzing and reporting market information.  |
| Course content:       | <p><b>1. Quantitative research methods</b></p> <p>1.1 Research problem</p> <p>1.1.1 Problem definition</p> <p>1.1.2 Constructs and variables</p> <p>1.1.3 Hypothesis</p> <p>1.1.4 Causal models</p> <p>1.2 Quantitative research design</p> <p>1.2.1 Strengths and weakness of quantitative design</p> <p>1.2.2 Validity</p> <p>1.2.2.1 Statistical conclusion validity</p> <p>1.2.2.2 Internal validity</p> <p>1.2.2.3 External validity</p> <p>1.2.2.4 Construct validity</p> <p>1.3. Measurements</p> <p>1.3.1 Measurements models</p> <p>1.3.2 Measurements scales</p> <p>1.3.3 Measurements development</p> <p><b>2. Quantitative data analysis in SPSS</b></p> <p>2.1 Assumption for regression analysis</p> |

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|                         | <p>2.2 Regression analysis<br/>2.3 Moderator and interaction analysis</p> <p><b>3. Statistic and data analysis</b><br/>3.1 Statistic and quantitative research methods<br/>3.2 Normal distribution<br/>3.3 Chi-square test<br/>3.4 Correlation<br/>3.5 Regression<br/>3.6 Analysis of variance</p>  |
| Teaching methods:       | Lectures, instructions and workshops  |
| Assessment:             | 3 hours written exam (40 %) and term paper (60 %)   |
| Required readings:      | <p>Wenstøp, Fred (2004), Statistikk og dataanalyse, Universitetsforlaget.</p> <p>Gripsrud, Geir, Olsson, Ulf H. og Silkoset, Ragnhild (2004): Metode og dataanalyse. Med fokus på beslutninger i bedrifter. Fagbokforlaget.</p> <p>Kompendium:<br/>Zikmund, William G. (2003) Business research methods 7. utgave. Mason, Ohio : Thomson/South-Western kap.5</p> <p>Hellevik, Ottar (2002) Forskningsmetode i sosiologi og statsvitenskap, Universitetsforlaget AS, side 183-193</p> <p>Reve, Torgeir (1985): Validitet i økonomisk administrative forskning. Norges Handelshøyskole</p> <p>Opstad, Birger (2005): Regresjonsanalyse i praksis: Teori, metode, analyse og tolkning. Arbeidsnotat.</p> <p>Regresjonsforutsetningene – en oversikt</p> <p>Subash, Sharma, Durand, Richard M, and Gur-Arie, Oded (1981) Identification and analysis of moderator variables, Journal of Marketing Research vol. 18, 291-300</p> |
| Supplementary readings: | <p>Fugleberg, Ole og Kristianslund, Ivar (1995): Innføring i regresjonsanalyse og multivariate metoder.</p> <p>Berry, William D. (1993): Understanding Regression Assumption: Sage University Paper Series on Quantitative Applications in the social science, Beverly Hills, Sage publications.</p>  |