

COURSE DESCRIPTION

MAU1100 Marketing Research I

1. Degree	Bachelor of Advertising and Brand Management Bachelor of Hotel and Relationship Management Bachelor of Marketing and Internationalization Strategies Bachelor of Marketing and Sales Management Bachelor of Tourism and Relationship Management
2. Year/semester	1 st year – 1 st or 2 nd semester
3. Credits	10
4. Course instructor	Assistant Professor Sander Josephson Sværi
5. Contact hours	50 hours
6. Forkunnskaper	General study qualifications
7. Learning goals	<p>The student should be able to carry out an independent market analysis. This will involve mastering the individual steps in the research process and acquiring the ability to build a consistent investigation on the basis of carefully selected methodological choices. The student must have an informed and critical relationship to information and be capable of finding, evaluating and applying data using appropriate methods.</p> <p>Upon completion of the course, the student will have gained substantial insight into the collection, evaluation and use of information in academic works. The student should also be capable of acquiring and analysing qualitative or quantitative data and choosing analytical methods which are compatible with the collection methods which have been used in acquiring the information.</p> <p>After completing the course, the student should be capable of writing a report compliant with the requirements of the <i>Chicago Manual of Style</i>.</p>
8. Course contents	<p>The course will provide an introduction to conducting a market analysis. The individual steps in the research process will be examined. These include finding a problem approach, studying available literature, choosing a research model, selecting a data-collection method, completion of data collection, analysis and writing a report.</p> <p>The course will provide a practical introduction to standards for report writing, including content, structure and rules governing the use of sources.</p> <p>1. What is research methodology?</p>

	<ul style="list-style-type: none"> 1.1. Research and ethics 1.2. Methods for conducting study 1.3. Report writing 1.4. Problem approaches, research questions 1.5. Hypotheses and causal models <p>2. The significance of theory in studies: Information competence</p> <ul style="list-style-type: none"> 2.1 Printed sources – books and journals <ul style="list-style-type: none"> 2.1.1 Evaluation of printed sources 2.2 Digital sources <ul style="list-style-type: none"> 2.2.1 Internet 2.2.2 Search engines and their defining characteristics 2.2.3 Navigating the Internet 2.2.4 Search methods 2.3 Evaluation of digital sources <p>3. Use of Sources</p> <ul style="list-style-type: none"> 3.1 Quoting sources 3.2 Copyrights <p>4. Qualitative methods</p> <ul style="list-style-type: none"> 4.1. Qualitative selection methods 4.2. Qualitative studies <ul style="list-style-type: none"> 4.2.1. Observation 4.2.2. Interviews 4.2.3. Target groups 4.3. Qualitative analysis <p>5. Quantitative methods</p> <ul style="list-style-type: none"> 5.1. Quantitative selection methods 5.2. Quantitative studies <ul style="list-style-type: none"> 5.2.1. Questionnaires 5.2.2. Observation and panels 5.3. Quantitative analysis
9. Method of instruction	Lectures, discussions and use of cases/assignments both individually and groups. The course also includes group projects and presentations of the students' own work.
10. Assessment	Mid-term exam counts 40 % of the course grade. The final examination counts 60 % of course grade.
11. Course syllabus	Johannessen, Asbjørn, Per Arne Tufte, og Line Kristoffersen. 2005. <i>Forskningsmetode for økonomisk-administrative fag</i> . 2. utg. Oslo: Abstrakt forlag. ISBN: 978-82-7935-211-2. (430 sider) Pris: 349, -
12. Recommended reading	<i>VIKO: veien til informasjonskompetanse</i> . NTNU/Universitetsbiblioteket i Trondheim. URL: http://www.ub.ntnu.no/viko/start.php [Lesedato: 27.03 2008]. (free).