



COURSE DESCRIPTION

KVN2200 Quantitative Research Methods

1. Degree	Bachelor of Advertising and Brand Management Bachelor of Hotel and Relationship Management Bachelor of International Marketing and Relationship Management Bachelor of Marketing and Sales Management Bachelor of Tourism and Relationship Management
2. Year/semester	2 nd year (3 rd semester or 4 th semester)
3. Credits	10
4. Course instructor	Associate Professor Birger Opstad
5. Contact hours	50 hours
6. Course prerequisites	Market Research
7. Learning goals	To apply knowledge about various statistical techniques for collecting, analyzing and reporting market information.
8. Course contents	<p>1. Quantitative research methods</p> <p>1.1 Research problem</p> <p>1.2 Constructs and variables</p> <p>1.3 Hypothesis</p> <p>1.4 Research design</p> <p>1.5 Validity</p> <p>1.6 Causal models</p> <p>2 Data analysis (SPSS)</p> <p>2.1 Descriptive statistic</p> <p>2.2 Cross Tables</p> <p>2.3 Assumptions for regression analysis</p> <p>2.4 Factor Analysis</p> <p>2.5 Regression analysis</p>

	<p>3. Statistic and data analysis</p> <p>3.1 Statistic and quantitative research methods</p> <p>3.2 Chi-square test</p> <p>3.3 Correlation, Regression and Analysis of variance</p>
9. Method of instruction	Lectures, instructions and workshops
10. Assessment	3 hours written exam (60 %) and term paper (40 %)
11. Course syllabus	<p>Gripsrud, Geir, Ragnhild Silkoet og Ulf Henning Olsson. 2004. <i>Metode og dataanalyse: med fokus på beslutninger i bedrifter</i>. Kristiansand: Høyskoleforlaget. ISBN: 978-82-7634-650-3. Part: 414 (Part 3 is very relevant for the topic). Price: NOK 538,-</p> <p>Wenstøp, Fred. 2006. <i>Statistikk og dataanalyse</i>. 9. utg. Oslo: Universitetsforlaget. ISBN: 978-82-15-00994-0. Sider: 424. Price: NOK 499,-.</p> <p>Compendium : kvantitativ markedsanalyse contains:</p> <p>Hellevik, Ottar. 2002. Kontroll av reliabilitet og validitet. I <i>Forskningsmetode i sosiologi og statsvitenskap</i>. Oslo: Universitetsforlaget. S.183-193</p> <p>Opstad, Birger. 2005. Regresjonsanalyse i praksis: teori, metode, analyse og tolkning. Arbeidsnotat. 24 p.</p> <p>Reve, Torger. 1985. Validitet i økonomisk-administrativ forskning. I <i>Metoder og perspektiver i økonomisk/administrativ forskning</i>. Oslo: Universitetsforlaget. S. 52-72</p> <p>Zikmund, William G. 2003. Ethical issues in business research. I <i>Business research methods</i>. Mason, Ohio: Thomson/South-Western. S. 71-88</p>
12. Recommended reading	