Marketing & Innovation Management

Analyzing Markets

Summer Semester

Institute:	Institute for Marked-based Management
Lecturer:	Prof. Dr. Manfred Schwaiger
Assistant:	Jonas Müller-Faßbender
Weekly hours:	4 hours (2 hours lecture & 2 hours tutorial per week)
Credits:	6 ECTS
Examination:	Written Exam (2 hours, open-book)
Prerequisites:	Basic knowledge in Statistics
Course Material:	Slides and mandatory readings online

Course Description & Main Objectives

The course Analyzing Markets (former Market Research) develops on your basic knowledge in Statistics. You should have completed prior statistical and empirical courses. Market Research consists of lectures and computer lab sessions. Lectures cover theory, research methodologies and link these to practical applications while lab session focus on the application of tools to actual business questions in order to get hands-on experience.

Content of teaching: The lecture and lab sessions will cover a broad array of methods and analytical tools that are applied to various research settings. These include but are not limited to Factor Analysis, Analysis of Variance, Cluster Analysis, Discriminant Analysis, Structural Equation Modeling and more advanced techniques such as Conjoint Analysis.

Target of teaching: Analyzing Markets teaches you how to describe markets and analyze data in a quantitative manner. It provides the basis for understanding and conducting marketing research. Furthermore, it gives you hands-on experience in different data analysis techniques, teaches you skills that are critical in Marketing, especially skills needed for sound analysis and decision-making about product design, market segmentation and communication and sharpens your overall analytical and quantitative skills. After completion of the course, you should also have learned how to assess the quality of market research and critically interpret the obtained results helping you to make better decisions.

Lectures Overview / Course Outline

1. The Marketing Research Process

2. Data

3. Sampling Theory

4. Market Segmentation

5. Representation

6. Analysis of Relations between Variables

7. Conjoint Measurement

8. Estimation of Market Volumes

9. Outlook

Literature

- Birks, D.; Malhotra, N. (2007): Marketing Research, An Applied Approach, 3rd European Edition, Financial Times / Prentice Hall.

- Hair, J. F.; Black, W. C.; Babin, B. J.; Anderson, R. E. (2010). Multivariate Data Analysis. A Global Perspective, 7th edition, Upper Saddle River: Pearson.

- Sarstedt, M.; Mooi, E. A. (2014): A Concise Guide to Market Research. The Process, Data, and Methods Using IBM SPSS Statistics, Berlin et al.: Springer.