Marketing Measurement & Modeling

Winter term 2025/26

Institute:	Institute for Marketing
Lecturer:	Susanne Adler
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Weekly Hours:	2 (2 seminar & 2 advanced seminar)
Credits:	6 ECTS (Master)
Examination:	Written exam (60 minutes, open book) and a poster presentation
Prerequisites:	The course requires a basic knowledge of statistics and research methods. Student must apply for a place via an online form that will be provided on the course website.
Course Material:	Course materials can be found on LSF and Moodle

Course Description & Main Objectives

Marketing commonly deals with consumer attitudes, perceptions, and intentions. What these concepts have in common is that they are unobserved – they are latent. To measure such latent variables, marketing researchers routinely draw on factor analytical techniques. The objective of this course is to define and explain the fundamental aspects of latent variables and factor analytical techniques. Specifically, the course starts by introducing common paradigms for developing measurement instruments for unobserved concepts. The main part of the course introduces students to structural equation modeling, which has become a standard tool for analyzing complex inter-relationships between latent variables. Specifically, the course will focus on partial least squares as a crucial structural equation modeling method. Practical applications and the use of software programs are an integral part of this course.

The seminar consists of a lecture part and a hands-on exercise part.

Content:

- Recap: Elementary statistics and introduction to factor analysis
- Conceptualization and operationalization of constructs in business research
- Fundamentals of partial least squares structural equation modeling
- Assessment and reporting of measurement model results
- Assessment and reporting of structural model results
- Mediation
- Moderation

- Outlook on advanced topics (e.g., higher-order models, measurement invariance, multigroup analysis, latent class analysis)

Recommended Literature

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (Third edition). SAGE.

Hair, J. F., Hult, T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*. *Classroom Companion*. Springer. https://doi.org/10.1007/978-3-030-80519-7

Hair, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. (2024). *Advanced issues in partial least squares structural equation modeling* (Second edition). SAGE.