



APPLIES TO ACADEMIC YEAR
2001/2002

MRK 9960 Methodology and Philosophy of Science

Program

The Bachelor's Program in Marketing - Information and Public Relations, The Bachelor's Program in Marketing - Internationalization and Management, The Bachelor's Program in Marketing Communication

Responsible for the course

Tor Grenness

Department

Communication - Culture and Languages

Term

Fall

ECTS Credits

6

Objective

The objective of the course is to study various views on scientific theories and methods in the social sciences and to emphasize the need for a well-founded choice of investigative method(s) in connection with surveys carried out by the students. Particular emphasis will be placed on studying the consequences of various decisions on scientific method in marketing and business administration subjects. Quantitative as well as qualitative approaches will be discussed. Ethical challenges and dilemmas in connection with research and surveys will also be discussed. Emphasis will also be placed on planning and completion of the students' own surveys in order to prepare them for the challenges of thesis work.

Prerequisites

Basic knowledge in the fields of marketing and business administration.

Compulsory literature

Grenness, T. 2001. *Innføring i vitenskapsteori og metode*. Oslo: Universitetsforlaget.
Troye, S.V. and K. Grønhaug. 1993. *Utredningsmetodikk*. 3rd ed. Oslo: TANO.

Recommended literature

Askheim, O.G.A. og T. Grenness. 2000. *Fra tall til ord: kvalitativ metode i markedsforskning*. Oslo: Universitetsforlaget.

Course outline

- On philosophy of science and research
- Qualitative and quantitative surveys
- Planning and completion of own surveys
- Research and ethics

Computer-based tools

Computer-based tools are not used.

Course structure

The course comprises 40 teaching hours, students following NMH module-based teaching have less hours. Teaching includes lectures, presentations of case solutions and discussions. Discussion assignments have been prepared for crucial subject areas which will help students absorb the compulsory literature and gain a deeper understanding of certain problem approaches and to prepare them for exams. The students' own active participation is crucial for their learning experience in the course.

Evaluation

At the end of the course students write a term paper in the course of 1 - one - week, it may be written individually or in groups of up to three students.

Evaluation code(s)

MRK 99601 - term paper which accounts for 100% of the grade in MRK 9960, 2 credits.

Aids at the examination

All aids are allowed.

Makeup exam

A re-sit is normally held at the end of the next course.