



APPLIES TO ACADEMIC YEAR
2002/2003

MRK 9860 Marketing Research

Program

Associate Degree Program in Trade and Retail Management, Bachelor of Business Administration Program in Finance, Bachelor of Business Administration Program in Logistics Management, The Associate Degree Program in Business Administration, The Associate Degree Program in Marketing - Information and Public Relations, The Associate Degree Program in Marketing and Internationalization, The Associate Degree Program in Marketing Communication, The Associate Degree Program in Travel and Tourism Management

Responsible for the course

Ulf Henning Olsson, Geir Gripsrud

Department

Marketing

Term

Fall

ECTS Credits

6

Objective

The primary objective of this course is to teach the students various techniques and methods in marketing research. Major emphasis is given to designing research projects in relation to decision problems in businesses and organizations. The students should also be able to conduct simple types of data analysis themselves, and regression analysis is particularly underlined .

Prerequisites

Basic course in statistics from the Foundation Program in Business administration or other corresponding courses.

Compulsory literature

Gripsrud, Geir og Ulf H. Olsson. 2000. *Markedsanalyse* . 2. utg. Kristiansand: Høyskoleforlaget.

Recommended literature

Lehmann, Donald.R., Sunil Gupta and Joel Steckel. 1998. *Marketing research* . Reading , Mass.: Addison-Wesley.
Selnes, Fred. 1999. *Markedsundersøkelser* . 4.utg. Oslo: Tano Aschehoug.

Course outline

1. Formulating the research problem
2. Exploratory, descriptive and causal designs
3. Secondary data and standardized data sources
4. Qualitative research
5. Survey research: Types of samples and sample size
6. Reliability and validity
7. Basic data analysis
8. Multiple regression
9. Other multivariate methods

Computer-based tools

This course requires use of computer resources. Recommended software is SPSS.

Course structure

The course consists of 42 lecturing hours. Additionally, the students are expected to spend time on exercises and

assignments.

Evaluation

The course is evaluated by means of a one-week term paper and an individual multiple choice exam. The term paper may be written individually or by a group of students (maximum three). The multiple choice exam is graded "Pass/Fail", while the term paper is given a regular grade. Both the control exam and the term paper must be passed to obtain course credits, but if a re-sit is required for one of these evaluations it may be taken separately.

Evaluation code(s)

MRK 98601 Marketing Research - Term Paper, accounts for 100% of the final grade in the course MRK 9860, 2 credits.

MRK 98602 Marketing Research - Multiple choice exam, Pass/Fail.

Aids at the examination

No aids are allowed at the multiple choice exam.

Makeup exam

A makeup exam is held in every term.