



APPLIES TO ACADEMIC YEAR 2003/2004

## EMS 2360 Methods and Dataanalysis

### Program

N/A

### Responsible for the course

Ulf Henning Olsson, Ragnhild Silkoset

### Department

Economics

### Term

According to study plan

### 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 application of statistic in this connection is central.

### 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.

Easterby-Smith Mark; Richard Thorpe and Andy Lowe. 2002. *Management Research*: Sage Publication Ltd.

### Recommended literature

Kristen Ringdal: "*Enhet og mangfold*". Fagbokforlaget 2001

### Course outline

Part 1

1. Introduction to management research
2. Research philosophy
3. Formulating the research problem
4. Secondary data and standardized data sources
5. Qualitative research
6. Survey research
7. Types of samples and sample size
8. Reliability and validity

Part 2

9. Hypothesis testing
10. Variance analysis
11. Regression analysis

Part 3

12. Applying method and dataanalysis in projects

### Computer-based tools

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

### Course structure

Full time and part time.

The course consists of 45 lecturing hours, hereof 36 hours for lectures, 3 hours for exercises in class, and 6 hours for practical SPSS training. Additionally, the students are expected to spend time on exercises and assignments.

### **Evaluation**

A control exam in the form of an 48 hours individual home-assignment will be hold mid term. The home-assignment is based on part 1 of the syllabus. A one-week term paper examn is hold at the end of the semester. The term paper may be written individually or by a group of students (maximum three). The home-assignment 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 23601 Marketing Research - Home-assignment, Pass/Fail.

MRK 23602 Marketing Research - Term Paper, accounts for 100% of the final grade in the course MRK 2360, 6 ECTS credits.

### **Aids at the examination**

All written aids.

### **Makeup exam**

A makeup exam is held in every term.