



APPLIES TO ACADEMIC YEAR 2014/2015

## MET 2123 Methods and Market insight

### Programme

Bachelor of Arts Management (2. year), Bachelor of International Marketing (2. year), Bachelor of Marketing Management (2. year), Bachelor of PR and Market Communication (2. year), Bachelor of Retail Management (2. year)

### Responsible for the course

Ragnhild Silkoset, Tor Morten Løland

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

This course in market insight provides a basic introduction to the use of research methods related to strategic choices and decisions in companies. The course addresses how to identify and define problems and challenges in the organization and in the market, and how to work systematically and scientifically to provide information that can be used for the decision making. The course is based on theories within marketing, consumer behavior, statistics, business management and strategy.

Business research knowledge will provide guidance for the students when interpreting information regarding scientific standards. The course will develop the students' abilities to make such critical reviews. Both qualitative and quantitative analysis techniques will be addressed in the course.

### Learning outcome

#### Acquired Knowledge

After finishing the course the students will be able to organize, summarize, and discuss results from research according to the scientific principles for research.

#### Acquired Skills

After finishing the course the students will be able to independently develop, adapt, correct, and communicate their own research, in addition to understanding, evaluating and utilizing the research of others.

#### Attitudinal

The course shall raise student's awareness, and develop students' attitudes in accordance with values related to scientific thinking within research methodology.

### Prerequisites

Introduction course in statistics.

### Compulsory reading

#### Books:

Gripsrud, Geir, Ulf Henning Olsson og Ragnhild Silkoset. 2010. Metode og dataanalyse : beslutningsstøtte for bedrifter ved bruk av JMP. 2. utg. Høyskoleforlaget

### Recommended reading

#### Books:

Gripsrud, Geir og Ragnhild Silkoset. 2010. Metode og dataanalyse : beslutningsstøtte for bedrifter ved bruk av JMP : oppgavesamling. 2. utg. Høyskoleforlaget

Ringdal, Kristen. 2013. Enhet og mangfold : samfunnsvitenskapelig forskning og kvantitativ metode. 3. utg. Fagbokforlaget  
 Silkoset, Ragnhild. 2010. Enkel brukermanual for JMP. Høyskoleforlaget

### Course outline

- Develop and manage projects, specify the problem definitions
- Research model and hypotheses
- Information sources within the secondary data sources and primary data
- Qualitative techniques and analysis
- Quantitative techniques and analysis
- Reporting and implementation

### Computer-based tools

A recommended computer tool is JMP

### Learning process and workload

The course has 40 contact hours. Of these 28 hours of lectures will focus on the syllabus. 6 hours consist of training in JMP and 6 hours are spent on a portfolio. Exercises in the use of JMP will take place in the auditorium, using laptops, or in the computer lab.

The course includes a portfolio with a total of three submissions. The portfolio is based on

1. planning the design and problem definition of a research project
2. conducting a qualitative study with analysis and discussion
3. conducting a quantitative survey with analysis and discussion.

The portfolio can be completed individually or in groups of up to 3 students. Students will receive feedback on each of the submissions in the form of written feedback or plenary feedback. Students will have an opportunity to correct their portfolio before the final submission. The completed portfolio assignment accounts for 60% of the final grade in the course. In addition, the students will be individually tested using a written exam which accounts for 40% of the final grade in the course.

Students in the course must participate in research experiments at BI. The experiments will be organized within specific deadlines during the semester. The experiment can be done electronically or at the experiment lab at BI Nydalen. An evaluation of experiments as method to understand consumer behavior shall be included in the portfolio.

Recommended time spent in the course:

Activity	Use of hours
Participation in the teaching	28
Participation in the portfolio review and computer tool supervision	12
Working on the portfolio	80
Preparation for lectures / reading literature	60
Exercises and examination	20
<b>Total recommended use of time</b>	<b>200</b>

### Nettstudier (Distance Education and E-learning)

The most intensive part of the teaching takes place at the beginning of the semester and before the exam. To aid learning, students will find a studyguide on BI Nettstudier. It contains useful information on studying, planning work and undertaking assignments. Internet supervision is provided via pages containing information about the subject, discussion groups and interactive exercises, together with an exercise program.

Activity	Use of hours
Lectures (weekend gathering)	16
Doing exercises on It's Learning	50
Working with SAS JMP	36
Work on curriculum material, study guide, submitting portfolio and assignments on it's Learning	78
Exam preparation	20
<b>Total recommended use of time</b>	<b>200</b>

### Use of hours

**Examination**

The students will be tested in two examinations, both of which must be completed and passed before a grade for the course is awarded. The portfolio will be published by the start of the semester.

Part 1 – The portfolio can be completed individually or in groups of up to 3 students. The portfolio will be between 4500 and 5000 words, exclusive of the front page, table of contents and reference list. Only the study guide and survey questionnaire are accepted as attachment. There will be plagiarism control of the portfolios.

Part 2 – A three-hour written exam.

**Examination code(s)**

MET 21233 Portfolio assessment accounts for 60% of the grade in MET 2123 Market insight, 7.5 ECTS.

MET 21234 Written exam - accounts for 40% of the grade in MET 2123 Market insight, 7,5 ECTS.

**Examination support materials**

All support materials are allowed for the portfolio assessment.

A BI defined calculator is allowed at the control exam.

Examination support materials at written examinations are explained under examination information in the student portal @BI. Please note use of calculator and dictionary. [https://at.bi.no/EN/Pages/Exa\\_Hjelpemidler-til-eksamen.aspx](https://at.bi.no/EN/Pages/Exa_Hjelpemidler-til-eksamen.aspx)

**Re-sit examination**

A re-sit for the MET 21233 portfolio 60 % is held in connection with the next regular course.

A re-sit for the MET 21234 written exam 40 % is held in connection with the next regular course.

A re-sit for the MET 21231 portfolio 40 % is held autumn 2013 and last time autumn 2014.

A re-sit for the MET 21232 written exam 60 % is held autumn 2013 and last time autumn 2014.

Re-sit examinations can be taken separately.

**Additional information**