

International Market Research (W3BW_IB204)

International Market Research

FORMAL INFORMATION ON THE MODULE

MODULE NUMBER	LOCATION IN THE COURSE OF STUDY	MODULE DURATION (SEMESTER)	MODULE RESPONSIBILITY	LANGUAGE
W3BW_IB204	2nd academic year	2	Prof Dr Martin Kornmeier	German/English

FORMS OF TEACHING USED

Lecture, seminar, project

FORMS OF EXAMINATION USED

EXAM PERFORMANCE	EXAM DURATION (IN MINUTES)	GRADING
Project report (with presentation)	See examination regulations	yes

WORKLOAD AND ECTS CREDITS

TOTAL WORKLOAD (IN H)	OF WHICH ATTENDANCE TIME (IN H)	OF WHICH SELF-STUDY (IN H)	ECTS CREDIT POINTS
150	55	95	5

QUALIFICATION OBJECTIVES AND COMPETENCES

PROFESSIONAL COMPETENCE

Students learn about the special requirements that arise in the field of (market) research in an international environment. In particular, they become familiar with the essential stages / processes / methods / content of relevant (empirical) research in order to be able to apply this knowledge in the context of studies ("Market, Legal or Organisational Studies") independently or in a team. Using concrete (practical) examples, students recognise and understand the importance of empirical research for companies. As they learn to assess the applicability of subject-related content (international market research), students develop a critical understanding of how to deal with relevant knowledge; for example, they can also make qualified judgements on the results of existing studies.

METHODOLOGICAL EXPERTISE

Students can independently apply their knowledge of existing research approaches and methods to specific problems. They are able to collect relevant data and information (e.g. about companies / organisations, competitors, consumers, products) from various internal and external sources, evaluate them in principle, prepare them according to specified criteria, analyse them and interpret them. Using these methods, they can ultimately make well-founded assessments of markets, competitors, trends, success factors or, for example, opportunities and risks, or describe and evaluate the behaviour of people in organisations (e.g. employee satisfaction, motivation, quality of internal communication).

PERSONAL AND SOCIAL COMPETENCE

Students improve their ability to reflect on the content taught and learn to transfer/apply their own knowledge and skills independently and autonomously to existing requirements and changed situations. They increasingly use the available learning and working materials independently to acquire knowledge or to find appropriate solutions for the situation. By working on the student research project, students assume (co-)responsibility. They can justify their point of view on the basis of a theoretically sound argument and give appropriate feedback. Through the project-related work, students improve their stamina, perseverance and ability to work under pressure; they also improve their ability to prioritise tasks according to their relevance.

Students take responsibility for their own work; they can present their actions and the associated consequences in a plausible and appropriate manner and justify them in a comprehensible manner. They can express and accept criticism of results in an appreciative manner. Through project-related group work in the student research project, they learn to take responsibility in a team and to involve all project members in the various stages of the entire research process based on the division of labour. When solving problems together, they are able to make conflicts of objectives transparent and point out possible solutions in a communicative and moderating manner. Through their cooperative behaviour, the project members contribute to the team completing the research project together.

OVERARCHING COMPETENCE

Students develop their understanding of overarching interrelationships and processes: They understand, for example, that knowledge of international markets, but also knowledge of their own company and knowledge of its organisation/management are of fundamental importance for the success of an international company. After completing the module, students will be able to assess the potential benefits of the available research approaches and methods for practice. They will also be able to critically reflect on their contribution to the content of the project and their group-related behaviour - also in comparison to the other group members - and derive consequences for future research projects and for future teamwork. Students can evaluate and critically compare optional research methods and transfer them to their practical work or new questions.

LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS	PRESENCE TIME	SELF-STUDY
Principles of International Market Research	22	38
Methodological principles and special features of international (comparative) studies (terms, delimitations, definitions, tasks); information requirements of international companies; typical research process in the context of market, legal and organisational studies (e.g. definition of the research problem, formulation of hypotheses, information requirements, research design); methods of information acquisition (qualitative / quantitative methods, information sources, secondary / primary research); selection procedures, Analysis, documentation and presentation of research results (data evaluation/analysis, measurement theory principles, statistical test procedures, Study/research report, oral presentation, forms of presentation); fields of application in practice (e.g. comparative studies, legal studies, organisational studies, attitude/image).		

LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS

Applied International Market Research

PRESENCE TIME

33

SELF-STUDY

57

Consolidation of the content taught in the teaching and learning unit Principles of International Market Research by applying it to a specific practical case, i.e. (practical) implementation on the basis of a small, time-limited (ideally empirical) research project; possible topics would be, for example, comparative studies on legal differences between countries; comparative cultural analyses, e.g. of organisations/companies; customer satisfaction studies; analysis of employees' willingness to innovate; cross-national analysis of consumers/target groups. On the basis of the (empirically oriented) project, students should learn and internalise the essential steps of planning and conducting a market, legal or organisational study, i.e. design, collection, data analysis using data analysis software and presentation. In addition to regular, committed participation in the group project, clearly recognisable involvement in the final project report is also essential. In addition to the in-depth analysis, development of proposed solutions and documentation of the results, this also includes their presentation.

SPECIAL FEATURES

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PREREQUISITES

Basic knowledge of marketing / statistics

LITERATURE

Backhaus, K./Erichson, B./Plinke, W./Weiber, R.: Multivariate Analysemethoden: Eine anwendungsorientierte Einführung, Berlin, Heidelberg: Springer. Bauer, E.: Internationale Marketingforschung: Informationsgewinnung für das internationale Marketing, Munich: Oldenbourg.

Birn, R. J.: The Handbook of International Market Research Techniques, London: Kogan Page.

Bryman, A.: Social research methods, Oxford: Oxford University Press.

Döring, N./Bortz, J.: Forschungsmethoden und Evaluation in den Sozial- und Humanwissenschaften, Berlin, Heidelberg: Springer.

Harkness, J. A./van de Vijver, F. J. R./Mohler, P. P.: Cross-cultural survey methods, Hoboken/NJ: Wiley-Interscience.

Herrmann, A./Homburg, C./Klarmann, M.: Handbuch Marktforschung: Methoden - Anwendungen - Praxisbeispiele, Wiesbaden: Springer Gabler.

Hug, T./Poscheschnik, G.: Empirisch forschen: Die Planung und Umsetzung von Projekten im Studium, Konstanz: UVK.

Koch, J./Gebhardt, P./Riedmüller, F.: Marktforschung: Grundlagen und praktische Anwendungen, Berlin: De Gruyter Oldenbourg.

Kühl, S./Strodtholz, P./Taffertshofer, A. (eds.): Handbuch Methoden der Organisationsforschung: Quantitative und Qualitative Methoden, Wiesbaden: VS Verlag für Sozialwissenschaften.

Kumar, V.: International marketing research, Upper Saddle River/N.J.: Prentice Hall.

Titscher, S./Meyer, M./Mayrhofer, W.: Organisationsanalyse: Konzepte und Methoden, Stuttgart: UTB.