

Syllabus

Course description

Course title	Market Research
Course code	25570
Scientific sector	Secs-P/08
Degree	Entrepreneurship and Innovation
Semester and academic year	1st semester – a.y. 2023/2024
Year	2nd study year
Credits	6
Modular	No
Total lecturing hours	36
Total lab hours	/
Total exercise hours	/
Attendance	Suggested, but not required
Prerequisites	Not foreseen
Course page	https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering-from-2021/?academicYear=2023
Specific educational objectives	<p>The course refers to the typical educational activities chosen by the student and belongs to the scientific area of Business Administration.</p> <p>Students will understand the uses of market research and learn how to design the research process from defining the problem and establishing research objectives to analyzing and interpreting data and information by applying quantitative and qualitative research methods to model the needs, wants, preferences, and behaviour of consumers.</p>
Lecturer	Dr. Tun-I Hu e-mail: TunI.Hu@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/
Scientific sector of the lecturer	Secs-P/08
Teaching language	English
Office hours	18 hours; consultations are always possible based on a decent e-mail request
Lecturing assistant	/
Teaching assistant	/
List of topics covered	<ul style="list-style-type: none"> • Introduction to market research • The process of market research • Market research design • Qualitative market research

	<ul style="list-style-type: none"> • Quantitative market research • Questionnaire design • Data analysis • Using market research • Presenting results of market research
Teaching format	Frontal lectures, individual/group exercises.
Learning outcomes	<p><u>Knowledge and understanding</u> Knowledge of market research concept and design and understanding the market research process. Knowledge of the most important qualitative and quantitative research methods and understanding the methodologies and their field of applications.</p> <p><u>Applying knowledge and understanding</u> Apply the market research process including defining the problem, establishing research objectives, determining research design and methods of assessing data. Apply appropriate qualitative and quantitative methods for data analysis.</p> <p><u>Making judgments</u> Be able to assess advantages and disadvantages of different research methods. Ability to make critical judgments including questionnaire design, sampling method and data analysis in order to achieve the research objectives.</p> <p><u>Communication skills</u> Ability to describe and explain research design and applied research methodology. Ability to present the data results and findings to specialist and non-specialist audiences clearly and unambiguously.</p> <p><u>Learning skills</u> The acquired knowledge will prepare students for advanced studies in the area of marketing, business administration, management, and entrepreneurship.</p>
Assessment	<p><u>Questionnaire design (30%)</u></p> <ul style="list-style-type: none"> • Individual assessment • Apply the software selected in this course to design a web-based questionnaire. • Different market topics will be announced in class. • The designed questionnaire should be published online correctly and timely for all members in this course to complete their evaluation report. <p><u>Evaluation report (30%)</u></p> <ul style="list-style-type: none"> • Team-work assessment • 3-4 students per team, assigned by the lecturer.

	<ul style="list-style-type: none"> • Self-select 3-4 questionnaires designed by your classmates in this class, except the one of yours and your team members’. • Applying the knowledge you have learned in this course to evaluate the advantages and disadvantages of selected questionnaires. The appropriated suggestions in order to improve the questionnaire are also essential for this report. • PDF file, max. 10 pages. <p><u>Written final exam (40%)</u></p> <ul style="list-style-type: none"> • Duration: 100 minutes. • Consist of open-end questions on theoretical concepts. <p>The assessment mode is the same for both attending and non-attending students.</p> <p><i>NOTE: Project work and classroom contributions are valid for 1 academic year and cannot be carried over beyond that time-frame.</i></p>
<p>Assessment language</p>	<p>English</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<p>Assessment of <u>Questionnaire design</u> is based on the following criteria:</p> <ul style="list-style-type: none"> • The overall design of the questionanire, including format, wording, colour, outlet..etc. • The relationship between questions and the self-selected market topic. • Publish online correctly and timely. <p>Assessment of <u>Evaluation report</u> is based on the following criteria:</p> <ul style="list-style-type: none"> • Ability to work in a team. • Skills in critical thinking. • Ability to evaluate in different aspects. • Ability to provide useful and feasible suggestions. <p>Assessment of <u>Written final exam</u> is based on the following criteria:</p> <ul style="list-style-type: none"> • Clarity of answers. • Ability to identify and apply appropriate market resarch methods. • Ability to summarize in own words.
<p>Required readings</p>	<p>Lecture script</p>
<p>Supplementary readings</p>	<p>Hague, P., Harrison, M., Cupman, J., Truman, O. (2016). Market Research in Practice: An Introduction to Gaining Greater Market Insight. India: Kogan Page.</p>