

Syllabus

Course description

Course title	Market Research
Course code	25570
Scientific sector	ECON-07/A (former SECS-P/08)
Degree	Entrepreneurship and Innovation
Semester and academic year	1st semester – a.y. 2025/2026
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	Course Offering - Enrolled before 2025 / Free University of Bozen-Bolzano

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>
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Lecturer	Christian Baccarella
Scientific sector of the lecturer	ECON-07/A (former 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 • Experimentation and scientific thinking • Market research design • Qualitative market research • Quantitative market research • Questionnaire design • Data analysis • Presenting results of market research

Teaching format	Frontal lectures, 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	ATTENDING STUDENTS
ATTENDING STUDENTS	<p>Marketing research proposal (20%)</p> <ul style="list-style-type: none"> • Group assessment (3-5 students, depending on course size) • Develop market research proposal • Development of research hypotheses and data collection framework that will be executed based on a case from a real company • MS Word file, max. 3 pages, including references <p><u>Data collection and analysis (30%)</u></p> <ul style="list-style-type: none"> • Group assessment (see above) • Qualitative data collection and analysis based on the chosen hypotheses of the given case

<p>NON-ATTENDING STUDENTS</p>	<ul style="list-style-type: none"> • For example, short interviews with potential customers, creation of a customer journey, and development of managerial implications for the company • Final deliverable will be a class presentation with submitted extended slide deck (app. 15-20 slides) <p><u>Written final exam (50%)</u></p> <ul style="list-style-type: none"> • Individual written final based on the content from the lectures • Written exam: 60 minutes <p><i>NOTE: Project work and classroom contributions are valid for one academic year and cannot be carried over beyond that time-frame.</i></p> <p>For NON-Attending Students (Students who will not attend at least 50% of classes or attending students who will not take part of group projects and assignments)</p> <p>Non-attending students do not have to do group or the individual assignments. The assessment will be based on the just the WRITTEN EXAMS</p> <p>The knowledge and the skills learned throughout the course will be assessed with a written exam (100%). The final exam will cover all topics of the lectures excluding the group work.</p> <p>The final exam for non-attending students will last up to 120 minutes.</p>
<p>Assessment language</p> <p>Evaluation criteria and criteria for awarding marks</p>	<p>English</p> <p>Assessment of <u>Marketing research proposal</u> is based on the following criteria:</p> <ul style="list-style-type: none"> - relevance and clarity of topic, novelty, significance, research design, underlying logic and fit for the case. <p>Assessment of <u>Data collection and analysis</u> is based on the following criteria:</p> <ul style="list-style-type: none"> • The overall empirical design, including questionnaire and appropriateness of chosen sample • The relationship between research questions and analysis • Creativity and quality of implications • Ability to work in a team • Critical thinking skills

	<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 content • Underlying logic of answers • Accurateness of provided answers • Fit of answers with questions • Ability to summarize in own words <p><u>General information on assessment:</u></p> <ul style="list-style-type: none"> - Participation to lectures is highly recommended - During the written examinations students are not allowed to use/consult books and/or any other teaching/learning material - Proper ethical conduct and academic honesty is expected by all students at all times. Students are expected to produce and submit personally created academic work <p>Any student discovered plagiarizing, engaging in academic dishonesty, or in any other dishonest conduct will fail the course and the regulations of the Faculty on academic misconduct will apply.</p>
Required readings	<ul style="list-style-type: none"> • Required readings will be announced in class. • Lecture slides
Supplementary readings	<ul style="list-style-type: none"> • Supplementary readings will be announced in class and provided online