

# Fundamentals of Market Research

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October – December 2020  
Pforzheim University

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**Synchronous, Distant Modality**

## Sessions Schedule

Day	Time	Dates
Thursday	17:15 – 18:45 hrs (German Time)	October 8, 15, 22, 29 November 5, 12, 19, 26 December 3, 10, 17

## Purpose of the Course

The purpose of this course is to introduce students to an understanding of the methodological approach, the instruments and the benefits of market research.

## Course Mission

The main aim of this course is to provide students with a thorough understanding of the main theories and principles of market research, and to show how these concepts relate to the practice of marketing. Student emphasis the application of theories and principles of market research.

## Content:

1. Planning, organisation and conduction of market research projects
2. Data generation methods (survey, observation, experiment) and its applications
3. Data analysis, interpretation and presentation of results of market research data

Students will continue developing their skills in critical reading and reports writing.

## Digital Supports

For this course in Synchronous, Distant mode, students develop some additional skills for the course dynamics. This represents an additional opportunity for the development and application of individual competences. Each student should seek to develop their activities individually or with their teammates in the course. I trust that each student sees this as an additional learning opportunity in a world where digital media is increasingly present. Below, some support tools will help for the development of the course activities. However, students can use other digital tools; however, they should be accessible for everyone in the course. At all times, students will follow all the academic requirements indicated here therein.

## Videoconferences

Phorzheim University assigned us an exclusive space for our sessions via \_\_\_\_\_ (Zoom?). The access link is: \_\_\_\_\_ (<https://cetys.zoom.us/j/2165512054>). This space works as a Virtual Classroom for this course.

## Videos

Several course activities require recording your presentations. That is, the student records the presentation of the corresponding activity uploading it for later access by professor and students. Corresponding video-links must be provided and available at least 24 hours before the corresponding session. As a recommendation, tests your videos in advance; every student is responsible for the availability and quality of the own uploaded videos.

### *Recording videos*

How to turn your presentation into a video with MS Power Point: <https://bit.ly/3b51HGN>.

In this YouTube channel, you find many help videos: <https://bit.ly/2JEqzIp>

This is perhaps the simplest of all: <https://bit.ly/2ys0E49>

It is advisable to record videos and place them in a proper Internet space (p.e. YouTube or similar) with a link to access it. This link provides details on how to do that:

[https://www.youtube.com/watch?v=qzpG\\_MkIPuY](https://www.youtube.com/watch?v=qzpG_MkIPuY)

Each video should have a name following this format:

<i>"Student Name"</i>	<i>"Activity"</i>	<i>"Due Date"</i>
<i>WISE, Jorge</i>	<i>PROJECT</i>	<i>15Oct2020</i>
<b><i>WISE, Jorge PROJECT 15Oct2020</i></b>		

It is very important to identify the video with the name assigned by the student in the corresponding Google Sheets file provides by professor. Do that on Due Date at the latest. Each student has the sole responsibility to report properly every corresponding activity at this link:

\_\_\_\_\_.

## Assessment:

The assessment for this course is divided as:

I.	Class and Group Discussions	10%
II.	Bibliography	10%
III.	Scale as Instrument	10%
IV.	Course Project	40%
V.	Final Exam	30%

## Course Agenda

<u>Session</u>	<u>Date</u>	<u>Topics</u>
1	08 Oct	<ul style="list-style-type: none"><li>• Introduction to the Course</li><li>• Presentations</li><li>• Course Activities</li></ul>
2	15 Oct	<ul style="list-style-type: none"><li>• Defining the Research Problem</li></ul>
3	22 Oct	<ul style="list-style-type: none"><li>• Understanding the Problem</li></ul>
4	29 Oct	<ul style="list-style-type: none"><li>• Research Design</li></ul>
5	5 Nov	<ul style="list-style-type: none"><li>• Ethics in Marketing Research</li></ul>
6	12 Nov	<ul style="list-style-type: none"><li>• Sampling Design</li></ul>
7	19 Nov	<ul style="list-style-type: none"><li>• Data Collection Design</li></ul>
8	26 Nov	<ul style="list-style-type: none"><li>• Data Collection Design</li></ul>
9	03 Dec	<ul style="list-style-type: none"><li>• Instruments and Testing</li></ul>
10	10 Dec	<ul style="list-style-type: none"><li>• Instruments and Testing</li></ul>
11	17 Dec	<ul style="list-style-type: none"><li>• Data Analysis and Reports; Final Project</li></ul>

*Program subject to changes*

**Important Notes:**

1. All reports, files and presentations are emailed to professor 24 hours before due time. Identify properly the activity.
2. File extensions accepted: *.doc, .docx, .ppt, .pptx, y .pdf*.
3. One contribution in Course Forum per week. Inform the use of alias.
4. Reports written in professional English, using APA Style with Font Times New Roman size 1, line spacing 1.15.
5. All reports should emphasize marketing research concepts.
6. Contact professor by e-mail for questions.

**Textbook:**

- Zaborek, P. (2015) *Elements of Marketing Research*. Warsaw School of Economics. DOI: 10.13140/RG.2.1.4500.7128.  
[https://www.researchgate.net/publication/279749417\\_Elements\\_of\\_Marketing\\_Research](https://www.researchgate.net/publication/279749417_Elements_of_Marketing_Research)

**Additional literature:**

- Schindler, P. S. (2019) *Business Research Methods*. McGraw-Hill, 13<sup>th</sup> Ed.
- Malhotra, N. K. (2019) *Marketing Research: An Applied Orientation*. Prentice Hall. 7<sup>th</sup> Ed

**Grading Criteria:**

The quality of your work is in relation to the following variables:

1. Relationship to the topic appreciating the complexity and non-obvious aspects of the topic.
2. Creativity.
3. On Time.
4. Thoughtful, insightful: includes relevant detail and examples.
5. Agrees with the instructions and/or directions given.
6. Professionally written. Proper orthography and syntax.