



MODULE HANDBOOK SPO2019

COURSE OF STUDY FOCUS

BW/

**MARKET RESEARCH AND
CONSUMER PSYCHOLOGY**

B.Sc.

Status: March 2021

TABLE OF CONTENTS

| | |
|---|----|
| List of abbreviations | 2 |
| Alignment matrix for teaching the competence goals according to KMK - study program modules | 2 |
| Second stage of studies - program-specific modules..... | 3 |
| <i>MAR2040: Fundamentals of Market Research and Consumer Psychology</i> | 3 |
| <i>MCO2050: Fundamentals of Marketing</i> | 6 |
| <i>MAR2210: Questioning</i> | 8 |
| <i>MAR2200: Psychological qualitative market research methodologies</i> | 10 |
| <i>MAR2050: Quantitative Market Research I</i> | 11 |
| <i>MAR4110: Media-Market-Surveys and Trainings</i> | 15 |
| <i>MAR3110: Electives in Market Research and Consumer Psychology</i> | 16 |
| <i>MAR3300: Business Project in Market Research</i> | 19 |
| <i>MAR4120: Market Research and Law</i> | 21 |

List of abbreviations

| | |
|---------|---|
| CR | Credits according to the ECTS system |
| PLH | Examination based on term paper |
| PLK | Examination based on written exam |
| PLL | Examination based on laboratory work |
| PLM | Examination based on oral exam |
| PLP | Examination based on project work |
| PLR | Examination based on presentation |
| PLS | Examination based on research project |
| PLT | Examination based on written thesis |
| PVL | Prerequisite examination |
| PVL-BVP | Prerequisite examination for bachelor interim overall exam |
| PVL-BP | Prerequisite examination for final bachelor graduation |
| PVL-MP | Prerequisite examination for final master graduation |
| PVL-PLT | Prerequisite examination for registration for bachelor thesis |
| SWS | Contact hours per week |
| UPL | Non-graded examination (pass/fail only) |

Alignment matrix for teaching the competence goals according to KMK - study program modules

| Modules | Enlargement of knowledge | Consolidation of knowledge | Instrumental competence | Systemic competence | Communicative competencies |
|---------|--------------------------|----------------------------|-------------------------|---------------------|----------------------------|
| MAR2040 | X | X | X | | |
| MCO2050 | X | X | | | |
| MAR2210 | X | X | X | | X |
| MAR2200 | X | X | X | | |
| MAR2050 | | X | X | X | X |
| MAR4110 | | X | X | X | X |
| MAR3110 | | X | X | X | |
| MAR3300 | | X | X | X | X |
| MAR4120 | X | X | X | X | X |

Second stage of study - modules specific to the course of study

MAR2040: FUNDAMENTALS OF MARKET RESEARCH AND CONSUMER PSYCHOLOGY

| Fundamentals of market research and consumer psychology | |
|--|---|
| Module ID | MAR2040 |
| Semester | 2 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every semester |
| Associated courses | MAR2041 Market and Consumer Psychology (2 SWS) MAR2042 Fundamentals of Market Research (2 SWS) |
| Prerequisites | None |
| Assessment Methods and duration | PLK - 90 minutes |
| Requirements for granting of credits | Passing the examination performance |
| Significance for the Final Grade | The module is weighted with its credits in the Bachelor final grade. |
| Planned group size | max. 90 students |
| Language | German, every semester (in winter semester optionally in English) |
| Module Duration | 1 semester |
| Module Coordinator | Naderer |
| Lecturers | Naderer, Frank, Walter |
| Subject area / course of study | Market research |
| Pedagogical Approach | Lecture with exercises |
| Usability in other programs | Also offered for the Bachelor's programs "BW/Marketing Communication and Advertising" and "BW/International Marketing". |
| Objectives | <p><u>Market and Consumer Psychology</u></p> <ul style="list-style-type: none"> • Students are familiar with the psychological constructs and mechanisms that exert influence on consumer behavior. • They are familiar with models of advertising impact as well as purchasing decisions and can analyze and evaluate advertising on this basis. • They are able to make psychologically sound recommendations on the specific design of advertising measures and advertising stimuli in different media and to scientifically substantiate their approach. |

| | |
|---------------------------|--|
| | <p><u>Fundamentals of Market Research</u></p> <ul style="list-style-type: none"> • Students gain practice-related insights into the methodological approach and instruments of market research • You will learn the benefits of market research. <p>The module thus primarily serves to broaden and deepen knowledge. The course also contributes to the acquisition of methodological competence.</p> |
| Content | <p><u>Market and Consumer Psychology</u></p> <p>The lecture deals with aspects of general psychology and social psychology that are relevant to applications in market and consumer psychology.</p> <p>After a basic introduction, the course focuses on psychological constructs such as information intake, information processing/perception, information storage/learning, activation, involvement, emotion, motivation, attitudes, types of buying behavior, social influences.</p> <p><u>Fundamentals of Market Research</u></p> <p>Planning, organization and implementation of market research projects basic survey methods (questioning, observation, experiment) and their application Evaluation, interpretation and presentation of results of market research data Implementation of market research in companies, linking with issues in marketing, sales and communication.</p> |
| Relation to other modules | The module is the basis for all further courses in the study program |
| Workload | In addition to the 4 x 15 = 60 SWS attendance time, students are expected to spend an additional 90 h for preparation and post-processing, independent literature study, processing of exercise cases and exam preparation. |
| Additional Remarks | The module is also offered in English as part of the International Study Program. The credits earned will count towards the 24-credit requirement existing in the program. |
| Keywords | Empirical social research, marketing research, panel research, online research, consumer behavior, consumer psychology, information processing/perception, activation, involvement, emotion, motivation, attitudes, types of buying behavior |
| Last edited | March 2021 |

MCO2050: FUNDAMENTALS OF MARKETING

| Fundamentals of Marketing | |
|--------------------------------------|--|
| Module ID | MCO2050 |
| Semester | 3 |
| Credits | 5 |
| SWS | 4 |
| Frequency | Every semester |
| Associated courses | MCO2052 Fundamentals of Marketing |
| Prerequisites | None |
| Assessment Methods and duration | PLK - 60 minutes |
| Requirements for granting of credits | Passing the examination performance |
| Significance for the Final Grade | The module is weighted with its credits in the Bachelor final grade. |
| Planned group size | max. 90 students |
| Language | German, optionally also in English |
| Module Duration | 1 semester |
| Module Coordinator | Fastoso |
| Lecturers | Fastoso, Paetsch |
| Subject area / course of study | Marketing |
| Pedagogical Approach | Lecture with exercises |
| Usability in other programs | Also offered for the Bachelor's programs "BW/Marketing Communication and Advertising", "BW/Media Management and Advertising Psychology" and "BW/International Marketing". |
| Objectives | <p>After successful completion of this module</p> <ul style="list-style-type: none"> • students understand basic marketing terms and concepts. • They understand marketing as business management that is oriented to the requirements of the market. • They know the tasks, goals and success factors of marketing. • You will master basic marketing strategies and the elements of the marketing mix, learn the key responsibilities of marketing management, and learn the fundamentals of brand management. • They know the decision areas and design parameters of the marketing instruments. The module thus primarily serves to broaden and deepen knowledge. |
| Content | <p><u>Marketing planning/strategies and brand management</u></p> <ul style="list-style-type: none"> • Conceptual and conceptual basics |

| | |
|-----------------------------|--|
| | <ul style="list-style-type: none"> • Management process in marketing • Situation analysis in marketing • Contents and instruments of strategic marketing planning • Strategic options (alternative marketing strategies) • Concept and functions of brands • Brand management process • Brand positioning • Principles of brand management <p><u>Basic tools of marketing</u></p> <ul style="list-style-type: none"> • Marketing mix planning • Product and pricing policy decision areas • Distribution policy decisions |
| Relation to other modules | This module provides the foundation for understanding the specific events. |
| Workload | In addition to the 4 x 15 = 60 SWS attendance time, students are expected to spend an additional 90 h for preparation and post-processing, independent literature study, processing of exercise cases and exam preparation. |
| Literature (latest edition) | <p>Meffert, H., Burmann, Ch., Kirchgeorg, M., Marketing: Grundlagen marktorientierter Unternehmensführung. Konzepte – Instrumente – Praxisbeispiele. Wiesbaden.</p> <p>Kotler, P., Armstrong, G., Saunders, J., Wong, V., Grundlagen des Marketing, München.</p> <p>Bruhn, M.: Marketing. Grundlagen für Studium und Praxis, Wiesbaden.</p> <p>Homburg, Ch., Krohmer, H., Grundlagen des Marketingmanagement, Wiesbaden.</p> |
| Additional Remarks | <p>The module is also offered in English as part of the International Study Program. Credits earned will count toward the existing 24-credit requirement.</p> <p>Successful completion of the module is a prerequisite examination for module THE4999 of the seventh semester of study.</p> |
| Keywords | Marketing basics, brand, marketing strategy, marketing planning, instruments, marketing mix |
| Last edited | March 2021 |

MAR2210: QUESTIONING

| Questioning | |
|--------------------------------------|---|
| Module ID | MAR2210 |
| Semester | 3 |
| Credits | 5 |
| SWS | 3 |
| Frequency | Winter semester / in Summer semester only with minimum number of participants > 6 |
| Associated courses | MAR2211 Questioning |
| Prerequisites | MAR2040 Fundamentals of Market Research and Consumer Psychology |
| Assessment Methods and duration | PLH / PLR / PLP after written entrance test at the beginning of the semester |
| Requirements for granting of credits | Passing of the respective examination performances |
| Significance for the Final Grade | The module is included in the Bachelor's final grade with a weight of 5 credits from "questioning". |
| Planned group size | max. 30 students |
| Language | German |
| Module Duration | 1 semester |
| Module Coordinator | Wehner |
| Lecturers | Wehner, Föhl |
| Subject area / course of study | Market research |
| Pedagogical Approach | Seminar teaching |
| Usability in other programs | None |
| Objectives | The students can design a valid questionnaire and implement it in an online survey tool (Unipark Questback). They master the basics of content analysis and can evaluate open-ended questions. The module serves to expand and deepen knowledge as well as instrumental competence. |
| Content | Validity and reliability of question formulations, answer specifications and scales, design of questionnaires, programming of online questionnaires. Basics of content analysis. Manual coding/evaluation of open questions. |
| Relation to other modules | The module builds on MAR2040 Fundamentals of Market Research and Consumer Psychology and is the basis for MAR 3300 Market Research Practice Project in the Market Research program. |

| | |
|-----------------------------|--|
| Workload | Survey: In addition to the 3 x 15 = 45 SWS attendance time, students are expected to spend a good 100 h for pre- and post-processing, independent literature study during the lecture-free period before the seminar begins, development and programming of an online questionnaire, and analysis of an open-ended question (manual coding). |
| Literature (latest edition) | <p>Brosius, Hans-Bernd, Alexander Haas und Friederike Koschel: Methoden der empirischen Kommunikationsforschung. Eine Einführung. Wiesbaden.</p> <p>Gräf, Lorenz: Online-Befragung: Eine praktische Einführung für Anfänger. Münster</p> <p>Möhring, Wiebke / Schlütz, Daniela: Die Befragung in der Medien- und Kommunikationswissenschaft. Eine praxisorientierte Einführung. Wiesbaden.</p> <p>Porst, Rolf: Fragebogen. Ein Arbeitsbuch. Studienskripten zur Soziologie. Wiesbaden.</p> |
| Keywords | Online survey, questionnaire, content analysis |
| Last edited | March 2021 |

MAR2200: PSYCHOLOGICAL-QUALITATIVE MARKET RESEARCH METHODOLOGIES

| Psychological-Qualitative Market Research Methodologies | |
|--|---|
| Module ID | MAR2200 |
| Semester | 3 and 4 |
| Credits | 6 |
| SWS | 4 |
| Frequency | MAR2201 Winter semester / MAR2202 Summer semester |
| Associated courses | MAR2201 Psychological-Qualitative Market Research Methodologies I (2 SWS/2 CR in the 3rd semester) MAR2202 Psychological-Qualitative Market Research Methodologies II (2 SWS/4 CR in the 4th semester) |
| Prerequisites | None |
| Assessment Methods and duration | PLR / PLH (in the 4th semester of study) |
| Requirements for granting of credits | Passing the examination performance |
| Significance for the Final Grade | The module is weighted with its credits in the Bachelor final grade. |
| Planned group size | max. 35 students |
| Language | German |
| Module Duration | 2 semesters |
| Module Coordinator | Naderer |
| Lecturers | Naderer, Klär |
| Subject area / course of study | Market research |
| Usability in other Modules/courses of study | None |
| Pedagogical Approach | Lecture with exercises |
| Objectives | Students will be able to use the most important psychological-qualitative research methods in a theoretically sound manner, apply them practically, and analyze and interpret the results psychologically. The module serves to broaden and deepen knowledge as well as to acquire instrumental competencies. |
| Content | Development of a qualitative research concept (sampling design and survey instruments) Development of topic guide Exploration and moderation techniques Theoretical basics (script) and practical application Evaluation, analysis and interpretation of psychological-qualitative data |

| | |
|-----------------------------|--|
| Relation to other modules | The module builds on MAR2040 Fundamentals of Market Research and Consumer Psychology and is the basis for MAR 3300 Business Project in Market Research. |
| Literature (latest edition) | <p>Dammer, Ingo / Szymkowiak, Frank: Gruppendiskussionen in der Marktforschung. Köln</p> <p>Gläser, Jochen / Laudel, Grit: Experteninterviews und qualitative Inhaltsanalyse. Wiesbaden</p> <p>Kuckartz, Udo: Einführung in die computergestützte Analyse qualitativer Daten. Wiesbaden</p> <p>Kühn, Thomas / Koschel, Kay-Volker: Gruppendiskussionen - Ein Praxishandbuch. Wiesbaden</p> <p>Mayring, Philipp: Qualitative Inhaltsanalyse – Grundlagen und Techniken. Weinheim</p> <p>Naderer, Gabriele / Balzer, Eva (Hrsg.): Qualitative Marktforschung in Theorie und Praxis. Grundlagen, Methoden und Anwendungen. Gabler-Verlag Wiesbaden.</p> |
| Workload | <p>Psychological-Qualitative Research Methodologies I: In addition to the 2 x 15 = 30 SWS attendance time, students are expected to spend an additional 30 h for pre- and post-processing, independent literature study, and the processing of exercise cases.</p> <p>Psychological-Qualitative Research Methodologies II: In addition to the 2 x 15 = 30 SWS attendance time, students are expected to spend an additional 90 h for preparation and follow-up, independent study of literature and processing of exercise cases as well as term paper and presentation.</p> |
| Keywords | Qualitative research, group discussion, qualitative interviews, qualitative data analysis |
| Last edited | März 2021 |

MAR2050: QUANTITATIVE MARKET RESEARCH I

| Quantitative Market Research I | |
|---|--|
| Module ID | MAR2050 |
| Semester | 4 |
| Credits | 9 |
| SWS | 6 |
| Frequency | Every semester |
| Associated courses | MAR2301 Quantitative Research Methodologies I (4 SWS/6 CR) AQM2032 Applied Multivariate Statistics (2 SWS/3 CR) |
| Prerequisites | None |
| Assessment Methods and duration | PLH / PLR / PLK - 90 minutes |
| Requirements for granting of credits | Passing the examination performance |
| Significance for the Final Grade | The module is weighted with its credits in the Bachelor final grade. |
| Planned group size | max. 35 students |
| Language | German and once a year in the summer semester optionally in English |
| Module Duration | 1 semester |
| Module Coordinator | Kuhlenkasper |
| Lecturers | Kuhlenkasper, Föhl, Frank |
| Subject area / course of study | Market Research and Quantitative Methods |
| Usability in other Modules/courses of study | The module is also offered once a year in English in the degree program "Business Administration / International Marketing". |
| Pedagogical Approach | Seminar teaching |
| Objectives | <p>Quantitative Research Methodologies I</p> <p>The students...</p> <ol style="list-style-type: none"> 1. understand simple procedures of inductive statistics and can implement them with EXCEL, SPSS or STATA; 2. master the basic rules of probability theory; 3. know the concepts of probability distributions (chi-square, binomial, hypergeometric, Poisson, Student, normal and F-distributions) and can apply them to economic issues; 4. can calculate and interpret confidence intervals for means, variance and proportions; 5. can perform and interpret parametric one-sample and two-sample T-tests; |

| | |
|------------------------------------|---|
| | <p>6. can perform and interpret the non-parametric chi-square test.</p> <p>Applied Multivariate Statistics</p> <ol style="list-style-type: none"> 1. Students will be familiar with statistical data analysis techniques and be able to apply them to specific research questions. 2. students will be able to analyze data using SPSS and interpret and present the results. <p>The module thus primarily serves to broaden and deepen knowledge as well as to acquire instrumental competence.</p> |
| <p>Content</p> | <p>Quantitative Research Methodologies I (4 SWS/6 Credits)</p> <p>Students will gain insights into probability theory, parameter estimation procedures, the various types of frequency procedures, hypothesis testing, and interpretation of the major parametric and non-parametric testing procedures.</p> <p>Applied Multivariate Statistics</p> <ul style="list-style-type: none"> • Application of computer-aided data analysis • Data evaluation with statistical methods • Interpretation and presentation of the results |
| <p>Relation to other modules</p> | <p>Methodological foundations are laid for the subjects of computer-aided management methods as well as for individual aspects of business administration of the second study section and the respective specialization.</p> |
| <p>Literature (latest edition)</p> | <p>Quantitative Research Methodologies I / Inferential Statistics</p> <ul style="list-style-type: none"> • Bortz, J.: Statistik für Human- und Sozialwissenschaftler, Berlin • Fahrmeier, L.: Statistik. Der Weg zur Datenanalyse, Berlin • Zöfel, P.: Statistik für Sozialwissenschaftler, München. • Schwarze, J.: Statistik 1, Statistik 2 und Aufgabensammlung, Berlin • Anderson, D. R., Sweeney, D.J., Williams T.A.: Statistics for Business and Economics, Mason <p>Applied Multivariate Statistics</p> <ul style="list-style-type: none"> • R. Brosius, F.: SPSS, Heidelberg • Bühl, A.: SPSS 20. Einführung in die moderne Datenanalyse, München |
| <p>Workload</p> | <p>Quantitative Research Methodologies I</p> <p>4 x 15 SWS = 60 SWS attendance time, additionally approx. 120 h for preparation, independent literature study, exercises and internet/e-learning</p> |

| | |
|--------------------|---|
| | <p>Applied Multivariate Statistics</p> <p>2 x 15 SWS = 30 SWS attendance time, additionally approx. 60 h for preparation, independent literature study, exercises and internet/e-learning</p> |
| Additional Remarks | <p>The module is also offered in English each summer semester as part of the International Study Program. The credits earned will count towards the 24-credit requirement in the program.</p> |
| Keywords | <p>Linear programming (simplex), Corporate planning, Implementation of planning calculation</p> |
| Last edited | <p>March 2021</p> |

MAR4110: MEDIA-MARKET-SURVEYS AND TRAININGS

| Media Market Surveys and Trainings | |
|---|--|
| Module ID | MAR4110 |
| Semester | 4 |
| Credits | 6 |
| SWS | 4 / Trainings are offered in the 3rd and 4th semester. |
| Frequency | Media Market Surveys in summer semester / in winter semester only if number of participants > 6 Method training in each semester |
| Associated courses | MAR4102 Media-Market-Surveys (2 SWS/4 CR) MAR2112 Methodological Trainings in Market Research (Elective) (total 2 SWS / 2 CR in 3rd/4th semester): MAR2113 Presentation Techniques (1 SWS/1 CR) MAR2114 Psychological Interview and Modereation Technique (1 SWS/1 CR) |
| Prerequisites | MAR 2210 Questioning |
| Assessment Methods and duration | MAR4102 Media-Market-Surveys: PLH / PLR (Self-reflection at trainings (non-graded examination (pass/fail only))). |
| Requirements for granting of credits | Passing the examination performance |
| Significance for the Final Grade | The module is weighted with its credits in the Bachelor final grade. |
| Planned group size | Media-Market-Surveys: up to 25, trainings: up to 15 students |
| Language | German |
| Module Duration | 1 semester |
| Module Coordinator | Wehner |
| Lecturers | Wehner (market media studies), Föhl Naderer, lecturer/external trainer: Fabian Henkel Oberascher Ulrike |
| Subject area / course of study | Market research |
| Usability in other Modules/courses of study | --- |
| Pedagogical Approach | Seminar teaching |
| Objectives | The training sessions in particular also make a significant contribution to the acquisition of communicative competence. |
| Content | Media-Market-Surveys are consumer surveys which, as single-source surveys, collect data on both media usage and consumer behavior or ownership and consumption characteristics. The Media Analysis (MA) of the Media Analysis Working Group (AG.MA) for national print planning in the area of the total population provides reach data. The aim of these surveys is to provide a counting and service that enables advertisers to tailor media plans specifically to consumers. |

| | |
|-----------------------------|--|
| | <p><u>Methodological Trainings in Market Research (Elective):</u> Presentation techniques Psychological interview and moderation technique</p> |
| Relation to other modules | ----- |
| Literature (latest edition) | Results from the selection of the respective studies |
| Workload | <p>Media-Market-Surveys:</p> <p>2 x 15 SWS = 30 SWS attendance time, additionally approx. 90 h for preparation of the presentation, independent study of the literature, familiarization with the mds mediaplanning tool</p> <p>Trainings: Students are expected to spend 1 x 15 = 15 SWS present time in each of the two trainings to be taken and 15h each for preparation and follow-up with regard to the non-graded examination (pass/fail only).</p> |
| Keywords | <p>Media Analysis (MA), Allensbach Advertising Analysis (AWA) Best for planning, GfK television research, studies on Internet use. Studies on upscale/specific target groups MDS media planning tool Trainings: presentation techniques, interview training, moderation of group discussions</p> |
| Last edited | March 2021 |

MAR3110: electives in MARKET RESEARCH AND CONSUMER PSYCHOLOGY

| Electives in Market Research and Consumer Psychology | |
|---|--|
| Module ID | MAR3110 |
| Semester | 6 |
| Credits | 6 |
| SWS | 4 |
| Frequency | Every semester |
| Associated courses | MAR3111 Advertising Research (2 SWS/3 CR) MCO3101 Social Media Research (2 SWS/3 CR) MMM3014E Customer Journey Management (2 SWS/3 CR) (alternative offers possible) MKT3031E International Marketing |
| Prerequisites | Successfully completed first stage of studies |
| Assessment Methods and duration | PLH / PLR / PLK - 45 minutes |
| Requirements for granting of credits | In each case: Passing of the respective examination performances There are 2 elective offerings to be successfully completed for 6 credits. |
| Significance for the Final Grade | The module is weighted with its credits in the Bachelor final grade. |
| Planned group size | 15-35 students |
| Language | German and English |
| Module Duration | 1 semester |
| Module Coordinator | Wehner |
| Lecturers | Professors of different courses of study / lecturers |
| Subject area / course of study | Market research /Marketing |
| Usability in other Modules/courses of study | Individual elective offerings can also be taken by other majors. |
| Pedagogical Approach | Lectures with exercises |
| Objectives | The Elective module is designed to provide students with the opportunity to set an individual focus related to their course of study. The objectives differ depending on the Elective offered. The module serves to deepen knowledge and to acquire instrumental and systemic competencies. |
| Content | Advertising effectiveness research Social Media Research Mobile Marketing Research Intercultural Marketing Customer Journey Management Media Research / Planning |

| | |
|-----------------------------|--|
| Relation to other modules | The modules MAR2040 and MAR2050 are the basis. |
| Literature (latest edition) | is issued individually for each Elective offer |
| Workload | 2 x 15 SWS = 30 SWS attendance time, plus 60 hours each for preparation and follow-up, independent literature study, processing of case studies and exercises, and exam preparation. |
| Additional Remarks | <p>The module or an individual course of the module can also be completed as part of a semester abroad. Modules or courses related to the focus of the study program are eligible for recognition.</p> <p>English language offerings within the module are offered as part of the International Study Program. Credits earned will count toward the 24-credit requirement existing in the program.</p> <p>The elective courses, especially if they are offered in English by visiting professors, can be organized as fast-track courses with an examination well before the normal examination period.</p> |
| Keywords | Advertising effectiveness research, social media research, mobile marketing research, cross-cultural marketing, customer journey |
| Last edited | March 2021 |

MAR3300: BUSINESS PROJECT IN MARKET RESEARCH

| Business Project in Market Research | |
|---|---|
| Module ID | MAR3300 |
| Semester | 6 |
| Credits | 10 |
| SWS | 5 |
| Frequency | Every semester |
| Associated courses | MAR3301 Business Project in Market Research |
| Prerequisites | Successful completion of the first stage of studies, Practical semester |
| Assessment Methods and duration | PLH / PLR / PLP |
| Requirements for granting of credits | Passing the examination performance |
| Significance for the Final Grade | The module is weighted with its credits in the Bachelor final grade. |
| Planned group size | max. 20 students |
| Language | German |
| Module Duration | 1 semester |
| Module Coordinator | Wehner / Naderer |
| Lecturers | Naderer / Föhl |
| Subject area / course of study | Market research and consumer psychology |
| Usability in other Modules/courses of study | None |
| Pedagogical Approach | Project work |
| Objectives | <p>Within the framework of a practical project, a complex research task is solved. On the basis of a briefing, usually by a company or institution, the project is worked on independently by student teams under the supervision of a professor, from the analysis of the initial situation, the development of the methodological approach, the implementation and evaluation of the empirical investigation to the presentation of results and recommendation of action. The results are documented in writing and presented orally to the clients. In addition to the application and consolidation of specialist knowledge, interdisciplinary skills, social skills and methodological skills (presentation) are also trained.</p> <p>The module thus primarily serves the acquisition of instrumental, systemic and communicative competencies.</p> |
| Content | Practical assignment to develop and carry out a research project; content and specific assignment depends on the project. |

| | |
|-----------------------------|--|
| Relation to other modules | The module is based on the course-specific courses of the 3rd and 4th semester and prepares for the thesis as an independent scientific final paper. |
| Literature (latest edition) | To be specified depending on the topic of the practical project. |
| Workload | In addition to the $5 \times 15 = 75$ SWS attendance time, students are expected to spend an additional 225 h for preparation and follow-up work and independent project work. |
| Keywords | Business Project and Consumer Psychology |
| Last edited | March 2021 |

MAR4120: MARKET RESEARCH AND LAW

| Marketing Research and Law | |
|---|--|
| Module ID | MAR4120 |
| Semester | 7 |
| Credits | 8 |
| SWS | 6 |
| Frequency | Every semester |
| Associated courses | LAW4101 Law in Marketing and Advertising: Intellectual Property, Information and Data Protection Law (4 SWS/5 CR) MAR4103 Quantitative Market Research II (2 SWS/3 CR) |
| Prerequisites | LAW4101: all law lectures MAR4103: Quantative Research Methodologies II |
| Assessment Methods and duration | LAW4101 PLR/PLP/PLK - 90 minutes MAR4103 PLH/PLR - 60 minutes |
| Requirements for granting of credits | Passing the examination performance |
| Significance for the Final Grade | The module is weighted with its credits in the Bachelor final grade. |
| Planned group size | LAW4101: max. 90 students MAR4103: 15 students |
| Language | German |
| Module Duration | 1 semester |
| Module Coordinator | LAW4101: Buchmann / Wechsler MAR4103: Kuhlenkasper |
| Lecturers | LAW4101: Professors from the Business Law Program MAR 4103: Föhl, Kuhlenkasper, Frank |
| Subject area / course of study | Law / Quantitative Methods |
| Usability in other Modules/courses of study | LAW4101 The course "Law in Marketing and Advertising: Intellectual Property, Information and Data Law" is also offered in the degree programs "BW/Marketing", BW/Marketing Communication and Advertising" and "BW/Media Management and Advertising Psychology". |
| Pedagogical Approach | LAW4101 Lecture with exercises MAR 4103 Seminar |
| Objectives | LAW4101: Legal expertise. The students... <ul style="list-style-type: none"> • acquire knowledge of the nature, justification and structure of intellectual property law, multimedia and Internet law and know the different types of property rights • have the necessary basic knowledge to protect industrial property rights (patents, utility models, registered designs, trademarks) nationally, European and internationally |

| | |
|----------------|---|
| | <ul style="list-style-type: none"> • know and understand the relevance of the international dimension of legal protection. • are able to exploit and defend industrial property rights and copyrighted works • have basic knowledge in the field of new media and in-depth knowledge in the field of substantive competition law <p><u>Critical thinking and analytical skills</u> Students are able to apply legal rules to life situations, i.e. to solve cases in a legal way of thinking and to master the subsumption technique. They learn conflict resolution models and methods and master the special way of thinking in legal argumentation. Furthermore, students have a critical understanding of intellectual property and personal rights in the media. They are also able to work on concrete strategic challenges of a company or entrepreneur in this legal field in project and presentation work.</p> <p><u>Ethical awareness</u> Students will be able to recognize the business and ethical dimension of legal problems in intellectual property law and in multimedia and Internet law and will be able to grasp the contribution of law to finding solutions. Students will learn that law can also provide ideas for business management.</p> <p><u>Communication skills</u> Students learn to grasp the form of intellectual property rights and multimedia and Internet rights (patent specification, trademark law, registered design, etc.) and to communicate appropriately with legal advisors. Furthermore, they are able to formulate legal problems in the context of written case processing in an expert opinion style.</p> <p>MAR4103: Students...</p> <ul style="list-style-type: none"> • can apply more complex (multivariate) methods; • master the entire range of quantitative research methods that are important for a market researcher and • are able to solve an empirical question in market research, quantitatively. • are able to routinely implement the procedures in SPSS and interpret results correctly • can summarize and present the results in an appropriate way and write them down in a research report. |
| <p>Content</p> | <ul style="list-style-type: none"> • Overview of the various industrial property rights as well as copyright law • Basic features of the <ul style="list-style-type: none"> ○ Trademark Law ○ Copyright ○ Competition law ○ Data protection law ○ Telemedia law <p>Current issues in intellectual property law, multimedia and Internet law, with special attention to their relevance for the media industry.</p> |

| | |
|-----------------------------|---|
| Relation to other modules | Basis are all law lectures |
| Literature (latest edition) | <p>LAW4101: Eisenmann/Jautz: Grundriss Gewerblicher Rechtsschutz und Urheberrecht, Heidelberg</p> <p>MAR4103 Backhaus et al.: Multivariate Analysemethoden. Eine anwendungsorientierte Einführung, Berlin u.a. Bühl, A.: SPSS 20. Einführung in die moderne Datenanalyse unter Windows, München. Janssens, W., Wijnen, K., Pelsmacker de, P., Kenvove van, P.: Marketing Research with SPSS, Essex. Malhotra, N. K: Marketing Research. An Applied Approach, Pearson.</p> |
| Workload | <p>LAW4101: 150 hours, including 60 hours of contact time and 90 hours of preparation and follow-up (independent study).</p> <p>MAR4103: 90 hours, including 30 hours of contact time and 60 hours for literature study, processing of case studies and exercise cases, writing and presentation of the term paper.</p> |
| Keywords | <p>LAW4101: Competition law, copyright law, data protection, trademark law, industrial property rights, internet law, design law, multimedia law, media law</p> <p>MAR4103 Multivariate Methods, Conjoint, Structural Equation Modeling, Panel, Time Series Analysis, Empirical Data Analysis.</p> |
| Additional Remarks | The module is offered in the 7th semester blocked within the first 6-7 weeks of lectures. |
| Last edited | March 2021 |