

## MKT 520 MARKET RESEARCH - SYLLABUS

1) **Course Title:** Market Research  
**Semester:** Spring 2022  
**Dates:** 14.2.2022 – 3.6.2022  
**Credits:** 6 ECTS  
**Schedule:** **Lecture:**  
Mondays, SN 169 Röchling Hörsaal, 13:45 – 15:15  
**Exercises:**  
Wednesdays, SN 169 Röchling Hörsaal, 13:45-15:15

2) **Course Instructor:** Prof. Dr. Florian Kraus

### 3) Registration

Course Registration: No registration is required for this lecture

### 4) Course Overview and Objectives

The module provides an overview of the process of market research projects and deals with methods of data analysis and interpretation.

The focus of the lecture is multivariate methods of interdependence and dependency analysis. In particular, strengths and weaknesses as well as possible fields of application of each analysis method in the context of market research will be discussed. In addition, the application of individual methods using standard statistical software will be presented.

### 5) Course Composition

The contents of the course are broken into two modules:

1. Market Research Basics
  - 1.1. Fundamentals of market research
  - 1.2. Determination of the data collection method
  - 1.3. Sampling
  - 1.4. Design of the research instrument
  - 1.5. Data collection
  - 1.6. Editing and coding of data
2. Market Research Methods: Multivariate Data Analysis
  - 2.1. Analysis of Interdependence
    - 2.1.1. Exploratory Factor Analysis



- 2.1.2. Confirmatory Factor Analysis
- 2.1.3. Cluster Analysis including Market Segmentation

- 2.2. Analysis of Dependence
  - 2.2.1. Analysis of Variance
  - 2.2.2. Multiple Regression Analysis
  - 2.2.3. Structural Equation Modeling
  - 2.2.4. Conjoint Analysis

## 6) Course Material

1. Class packet containing course material and case studies on different aspects of market research.
2. A detailed list of the reading material as well as additional references is included in the course material.

## 7) Course Grading

Final Exam (individual effort) 100%

### Final Exam

The participants will sit a 60 minute exam.

## 8) Appendix

Florian Kraus is Professor of Marketing, Dr. Werner Jackstädt Endowed Chair, University of Mannheim.

Professor Dr. Kraus' current research focuses on frontline employees' behavior and performance. He also conducts research on house brands, motivation, and organizational identification in the context of services marketing and sales management. Professor Kraus' work appeared in the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Strategic Management Journal*, *Journal of Service Research*, *Zeitschrift für Betriebswirtschaftslehre* and others.

Prior to joining the University of Mannheim he worked as an Assistant Professor at the Ruhr-University in Bochum. Florian Kraus obtained his Ph.D. from the Philipps University in Marburg and held a research position at the University of Houston, Texas, USA. He has substantial experience conducting marketing research with companies in the B2B sector as well as service firms.

He is Editorial Board member of the *Journal of Personal Selling & Sales Management* as well as the *British Journal of Management*.

