



## KURSPLAN

# Marketing Research, 7,5 högskolepoäng

*Marketing Research, 7.5 credits*

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<b>Kurskod:</b>	MLTR23	<b>Utbildningsnivå:</b>	Avancerad nivå
<b>Fastställd av:</b>	Council for Undergraduate and Masters Education 2013-04-15	<b>Utbildningsområde:</b>	Samhällsvetenskapliga området
<b>Reviderad av:</b>	Examinator 2020-11-16	<b>Ämnesgrupp:</b>	FE1
<b>Gäller fr.o.m.:</b>	2021-08-23	<b>Fördjupning:</b>	A1N
<b>Version:</b>	7	<b>Huvudområde:</b>	Företagsekonomi

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### Lärandemål

On completion of the course the students will be able to:

Kunskap och förståelse

1. Discuss and specify the need for marketing information to solve problems, identify opportunities, evaluate actions, and monitor performance in organizations
2. Discuss and choose appropriate research methods to gain marketing information in organizations
3. Explain strengths and weaknesses of a range of marketing research methods, including both quantitative as well as qualitative methods.

Färdighet och förmåga

4. Identify and implement the different parts of the marketing research process, including specification of information needed; collection, preparation and analysis of data; and the oral and written reporting for a specific marketing research situation.

Värderingsförmåga och förhållningssätt

5. Discuss and analyse ethical and quality issues in marketing research.

### Innehåll

The ability to take appropriate actions is based on the information upon which it is based, which applies to the marketing task. In an increasingly digitised world, the overall aim is to deepen the student's knowledge and skills in marketing research. Topics covered reflect the use of existing qualitative and quantitative as well as digital-based methods. The course also prepares the student for thesis writing in marketing.

### Connection to Research and Practice

The course requires the student to carry out research into theoretical themes in marketing and applying them to the needs and actions of organizations. The course covers the renewal of markets and the changes that are evident in consumers and markets. The course includes conducting research with companies to understand practical challenges of marketing.

## Undervisningsformer

The course includes lectures, seminars and a project. Problem-based learning is emphasised. Students are expected to plan and take responsibility for self-studies, including reading assigned course literature and completing group assignments.

Undervisningen bedrivs på engelska.

## Förkunskapskrav

Bachelor's degree in Business Administration including 60 credits in Business Administration (or the equivalent).

## Examination och betyg

Kursen bedöms med betygen A, B, C, D, E, FX eller F.

Individual written exam (ILOs: 1, 2 & 3) representing 3 credits

Group project (ILOs: 4 & 5) representing 3 credits

Individual seminar assignment (ILOs: 3, 4 & 5) representing 1.5 credits:

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Individual written exam <sup>†</sup>	3 hp	A/B/C/D/E/FX/F
Group project <sup>†</sup>	3 hp	A/B/C/D/E/FX/F
Individual seminar assignment <sup>†</sup>	1,5 hp	A/B/C/D/E/FX/F

<sup>†</sup> All parts of compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy.

## Kursvärdering

It is the responsibility of the examiner to ensure that each course is evaluated. There must be course evaluators identified among the students. The evaluation is carried out continuously as well as at the end of the course, through a survey. After the course the course Examiner meets with student evaluators to discuss the survey results and possible improvements. A summary report is also created. The report is followed up by program directors and discussed with faculty and relevant others (e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean, or Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

## Övrigt

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action.

When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

### **Kurslitteratur**

Course literature

Nunan, D., Birkss, D.F. and Malhotra, N.K. (2020). *Marketing Research: Applied Insight*, 6th Edition. Harlow, UK: Pearson Education.

A reading list of articles will be made available at the start of the course.