

Module title		Abbreviation
Market Research		12-MaFo-F-o82-mo1
Module coordinator		Module offered by
holder of the Chair of Business Management and Marketing		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module will acquaint students with modern methods of market research as well as multivariate statistical methods and will thus equip them with the skills necessary to independently conduct practical and empirical scientific studies.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden verfügen über Kenntnisse moderner Marktforschungsmethoden und multivariater statistischer Verfahren zur eigenständigen Durchführung von praktischen und wissenschaftlichen empirischen Studien.		
Courses (type, number of weekly contact hours, language – if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
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Additional information		
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Workload		
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Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2013) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008) Bachelor' degree (1 major) Business Information Systems (2014) Bachelor' degree (1 major) Business Information Systems (2013) Bachelor' degree (1 major) Business Information Systems (2009) Bachelor' degree (1 major) Business Information Systems (2008) Master's degree (1 major) China Business and Economics (2014)		

Master's degree (1 major) China Business and Economics (2012)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)