Module title: Market Research  
Abbreviation: 12-MaFo-F-082-m01

Module coordinator: holder of the Chair of Business Management and Marketing
Module offered by: Faculty of Business Management and Economics

ECTS: 5  
Method of grading: numerical grade  
Only after succ. compl. of module(s): --

Duration: 1 semester  
Module level: undergraduate  
Other prerequisites: --

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:
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
written examination (approx. 60 minutes)

Allocation of places:
--

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes):
--

Module appears in:
Bachelor's degree (1 major) Business Management and Economics (2009)
Bachelor's degree (1 major) Business Management and Economics (2013)
Bachelor's degree (1 major) Business Management and Economics (2008)
Bachelor's degree (1 major) Business Management and Economics (2010)
Bachelor's degree (1 major) Economathematics (2009)
Bachelor's degree (1 major) Economathematics (2012)
Bachelor's degree (1 major) Economathematics (2008)
Bachelor's degree (1 major) Business Information Systems (2014)
Bachelor's degree (1 major) Business Information Systems (2013)
Bachelor's degree (1 major) Business Information Systems (2009)
Bachelor's 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)