Course Curriculum for BUSM05 Marketing research methods
Business Administration, Master level, 5 UCP (University Credit Points) or ECTS-credits

Approved by the Board of the Department of Business Administration, School of Economics and Management 2007-06-14.

Main Field of Study: Business Administration Progression level: A1N

2. Course level and placement within the educational system
The course is a master level course and a compulsory part of the second semester of the masters programme, International Marketing & Brand Management. It can also be an elective course in Business Administration at masters level. The course can be studied within the Business Administration and Economics programme, the International Business Administration and Economics programme, the Degree of Master of Science in Business and Economics – Programme (Civilekonomprogrammet) as well as an independent-subject course.

The course is offered in English, students must therefore be able to communicate in English both orally and in writing.

3. Learning outcomes
A passing grade on the course will be awarded to students who:

Knowledge and understanding
- Demonstrate knowledge of the broad repertoire of methods available in social sciences, as well as a thorough understanding of the relation between (i) the research problem, (ii) the nature of the phenomenon depicted by this question, (iii) the empirical material needed, and (iv) the method of data collection.
- Demonstrate an understanding of the assumptions (as to social ontology and epistemology) underpinning methodological choices.

Applying knowledge
- Demonstrate an ability to develop and argue for methodological choices.

Making judgments
- Demonstrate an ability to reflect upon the problems related to knowledge claims and methodological choices.

Communication
- Present their arguments and reflections in a clear, logical and pedagogical manner.

Learning skills
- Have shown an ability to study the course literature in an autonomous manner, as well as use the lectures to enhance their knowledge and understanding of methodological issues.

4. Course contents
The objective of the course is to enhance and deepen the students’ understanding of the most commonly used techniques of data collection within qualitative and quantitative marketing studies, as well as to give examples of how different types of data can be used for different types of analyses. The course will moreover touch upon questions concerning how different assumptions with respect to the (social) world (ontology) and our knowledge thereof (epistemology) are intertwined in the choice of these techniques and methods.

The course takes off where the course ‘Conducting Marketing and Management Research’ landed, and starts with a short introduction into philosophy of social sciences, touching upon issues such as the nature of social phenomena, knowledge and different knowledge constitutive interests. In relation to this, the gender aspects of method will be discussed.

The second part of the course deals with the most commonly used methods of data collection within marketing research, and is presented by researchers from the department particularly experienced in the method in question:
- Interviews
- Observations
- Surveys
- Document studies

Finally the writing up of research, i.e. the presentation of research results in reports, dissertations and articles, will be discussed.

5. Teaching and assessment
Instruction is pursued primarily through lessons and exercises in groups. The structure of the course and the basis of grading require regular attendance and continuous work with various assignments.

The course is examined by way of a final take-home assignment.
The following grades are used: Pass with distinction, Pass and Fail. All courses are as a supplement also graded according to the ECTS scale A-F.

*Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.*

6. **Prerequisites**

Students admitted to a Master Programme where this course is either a compulsory or elective part, are qualified for the course. For other students, at least 60 UCP or ECTS-cr in Business Administration is required. These must include a course in basic Business Administration, (e.g., FEK502 Business Administration, General Course, FEKA02 Business Administration, General Course, FEKA01 Business Administration: Introductory Course, or FEKC01 Introductory Course in Business Administration, including Business Communication or the equivalent).

**Specific admission requirements**

The course presupposes in-depth knowledge of Armstrong, Gary & Kotler, Philip (2004) Marketing – An Introduction, Prentice Hall or any other standard introductory text book in marketing. Students are required to be able to demonstrate knowledge of key concepts in marketing like segmentation, approaches to market, products, pricing, promotion and distribution etc during final exams or other assignments.

7. **Miscellaneous**

BUSM05 Marketing research methods cannot be combined with the course BUS807 Marketing research methods in a degree.

8. **Literature**

*See separate literature list.*

9. **Further information**