

Rettelsesblad til

Studieordning for kandidatuddannelsen i international turisme 2013

Gælder for studerende indskrevet pr. 1. februar 2014 og senere

Quantitative Research Methods

(Videregående kvantitative markedsanalysemetoder)

Quantitative Research Methods (Videregående kvantitative markedsanalysemetoder)			Teaching activity no.:
Study:	Cand.negot. in international tourism and leisure management		
ECTS:	7.5 ECTS	By:	Kolding
Semester-placering:	2nd semester	Institute	Dept. of Entrepreneurship and Relationship Management
Language of instruction:	English	Responsible teacher::	Per V. Freytag
Approved:	Study Board 20 th of November 2013		

a. Duration of the course

33 lessons (3 hours per week in 11 weeks) and 3 weeks group project work with counseling. Language of instruction: English. Weighting: 7.5 ECTS.

b. Aims

The purpose of the course is to develop the specific quantitative research skills and knowledge that are required to successfully complete research in marketing. The learning outcome of the course should be that students are able to design, execute and evaluate marketing research based on quantitative data.

Students are expected to be able to carry out a marketing research project for a given managerial decision problem. From a description of a problem, students should be able to (a) identify a relevant marketing research problem and construct a questionnaire (b) from the quantitative database students should be able to establish a plan for analyzing the data, follow this plan in an analysis of the data, and finally interpret the data. The analysis of the data must demonstrate knowledge about and skills in using relevant uni- and multivariate statistical techniques. Finally, students should be able to report their findings in a written report.

c. Course content

The course is organized into two major parts:

The first part consists of 11 weeks with 3 lessons each week. Lectures on theory and on how to

carry out quantitative marketing research are supplemented by hands-on exercises as well as e-learning activities. For the exercises the use of the statistical software package (currently SPSS) gives skills in carrying out market analysis by the use of relevant software.

The second part consists of 3 weeks in which students carry out a set of marketing research tasks individually or in groups of 3-4 students. The research tasks offer students the opportunity to acquaint themselves with models, theories and statistical techniques relevant for executing a quantitative marketing research. Counseling will be available to support the student in his or her learning process working on the marketing research tasks. The work on the marketing research tasks must result in a report not exceeding 6.000 words (approx. 15 pages) + 2000 words (approx. 5 pages) per additional student.

Content - Key areas:

1. The research process; Data collection methods; Multivariate analyses;
2. Analysis of dependence:
 - Analysis of variance
 - Regression analysis
 - Conjoint analysis
 - Logic choice model;
3. Analysis of interdependence:
 - Factor analysis, exploratory and confirmative;
 - Cluster analysis

d. Form of teaching and working

Teaching takes the form of lectures, exercises using computers, e-learning activities and project work. The course is divided into two parts. The first part comprises 11 weeks with lectures and exercises, while the second part is made up of 3 weeks of project work under supervision. Project work is carried out in groups of 3-4 students.

e. Syllabus

Will be announced by the teacher.

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the post-graduate course, emphasis is placed on the degree to which the students' performance live up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in §1.

g. Examination requirements

Examination language: The student may use Danish if the teacher is Danish speaking. In all other cases the language is English.

A. Report

Examination form: Home paper

Duration: Will be announced by teacher at the beginning of the course

Number of pages: Must not exceed 6000 words+2000 words (excl. appendices) per additional student. If there is more than one participant the students must specify the contribution of each student so that an individual grade can be given.

Multiple participants: Allowed

Co-examiner: internal

Assessment: 7-grade scale. One overall grade is given. The report and the oral examination each weights 50 % of the course grade.

Weighting: 7.5 ECTS together with part B.

B. Oral examination

Examination form: Individual oral examination based on the written report.

Duration: 20 min.

Aids: The written report.

Co-examiner: Internal

Assessment: 7-grade scale. One overall grade is given. The report and the oral examination each weights 50 % of the course grade.

Weighting: 7.5 ECTS together with part A.

The grade will be given on the basis of the extent to which the report and the oral examination meets the goals of the course and the extent to which the students can explain, use in practice, discuss and reflect upon central concepts, processes, models and theories of marketing research presented in the course.

Rettelser er godkendt af Studienævnet for Design den 20. november 2013.

Rettelser er godkendt af dekanen for Det Humanistiske Fakultet den 9. december 2013.