

Syllabus

Descrizione corso

Titolo insegnamento	Market Research
Codice insegnamento	25570
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	SECS-P/08
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Imprenditorialità e Innovazione
Altri Corsi di Studio (mutuati)	
Docenti	prof. dr. Christian Vincenzo Baccarella, Christian.Baccarella@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/52516
Assistente	
Semestre	Primo semestre
Anno/i di corso	2
CFU	6
Ore didattica frontale	36
Ore di laboratorio	-
Ore di studio individuale	-
Ore di ricevimento previste	18
Sintesi contenuti	The course provides students with a comprehensive understanding of the purposes and applications of market research. It focuses on designing the research process, from defining the problem and setting research objectives to analyzing and interpreting data. Students get to know both quantitative and qualitative research methods to explore and model consumer needs, preferences, and behavior. This enables a well-grounded understanding of how market insights support decision-making in marketing and beyond.
Argomenti	The course covers a wide range of relevant topics related to

dell'insegnamento	<p>market research:</p> <ul style="list-style-type: none"> *Introduction to market research *The process of market research *Experimentation and scientific thinking *Market research design *Qualitative market research *Quantitative market research *Questionnaire design *Data analysis *Presenting results of market research
Parole chiave	marketing, research, experimentation, data collection
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	Frontal lectures, and group exercises.
Obbligo di frequenza	
Obiettivi formativi specifici e risultati di apprendimento attesi	
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	<p>**Knowledge and understanding**</p> <p>Knowledge and understanding of the market research concept, design, and process. In addition, knowledge of the most important qualitative and quantitative research methods and their areas of applications.</p> <p>**Applying knowledge and understanding**</p> <p>Applying the market research process including defining the problem, establishing research objectives, determining research design and methods of assessed data. Selecting and applying appropriate qualitative and quantitative methods for data analysis.</p> <p>**Making judgments**</p> <p>Being able to assess advantages and disadvantages of different research methods. Ability to make critical judgments including questionnaire design, sampling method, data analysis, and implications in order to achieve the research objectives.</p> <p>**Communication skills**</p> <p>Ability to describe and explain the research design and applied</p>

	<p>research methodology. Ability to present the data results and findings to specialist and non-specialist audiences clearly and unambiguously.</p> <p>**Learning skills**</p> <p>The acquired knowledge will prepare students for advanced studies in the area of marketing, business administration, management, and entrepreneurship.</p>
Modalità di esame	<p>ATTENDING STUDENTS:</p> <p>Marketing research proposal (20%)</p> <ul style="list-style-type: none"> *Group assessment (3-5 students, depending on course size) *Development of market research proposal *Development of research hypotheses and data collection framework that will be executed based on a case from a real company *MS Word file, max. 3 pages, including references <p>Data collection and analysis (30%)</p> <ul style="list-style-type: none"> *Group assessment (see above) *Qualitative data collection and analysis based on the chosen hypotheses of the given case *For example, short interviews with potential customers, creation of a customer journey, and development of managerial implications for the company *Final deliverable will be a class presentation with submitted extended slide deck (app. 15-20 slides) <p>Written final exam (50%)</p> <ul style="list-style-type: none"> *Individual written final based on the content from the lectures *Written exam: up to 60 minutes <p>NOTE: Project work and classroom contributions are valid for one academic year and cannot be carried over beyond that time-frame.</p> <p>NON-ATTENDING STUDENTS:</p> <p>(Students who will not attend at least 50% of classes or attending students who will not take part of group projects and assignments)</p>

	<p>Non-attending students do not have to do group or the individual assignments. The assessment will be based just on the more extensive WRITTEN EXAM</p> <p>The knowledge and the skills learned throughout the course will be assessed with a written exam (100%).</p> <p>The final exam will cover all topics of the lectures excluding the group work.</p> <p>The final exam for non-attending students will last up to 120 minutes.</p>
Criteria di valutazione	<p>Assessment of marketing research proposal is based on the following criteria:</p> <ul style="list-style-type: none"> *Relevance and clarity of topic, novelty, chosen research design, underlying logic and fit for the case. <p>Assessment of data collection and analysis is based on the following criteria:</p> <ul style="list-style-type: none"> *The overall empirical design, including questionnaire and appropriateness of chosen sample *The relationship between research questions and analysis *Creativity and quality of implications *Ability to work in a team *Critical thinking skills <p>Assessment of written final exam is based on the following criteria:</p> <ul style="list-style-type: none"> *Clarity of answers *Ability to identify and apply appropriate content *Underlying logic of answers *Accuracy of provided answers *Fit of answers with questions *Ability to summarize in own words <p>General information on assessment:</p> <ul style="list-style-type: none"> *Participation in lectures is highly recommended *During the written examinations, students are not allowed to use/consult books and/or any other teaching/learning material *Proper ethical conduct and academic honesty is expected by all students at all times. Students are expected to produce and submit

	personally created academic work.
Bibliografia obbligatoria	Lecture slides will be provided. Apart from that, required additional readings will be announced in class.
Bibliografia facoltativa	Supplementary readings will be announced in class and provided online.
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Istruzione di qualità, Utilizzo responsabile delle risorse, Innovazione e infrastrutture, Buona occupazione e crescita economica