Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Marketingforschung: Methoden und Instrumente
Code der Lehrveranstaltung	30159
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ECON-07/A
Sprache	Englisch
Studiengang	Bachelor in Tourismus-, Sport- und Eventmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	not defined
KP	6
Vorlesungsstunden	36
Laboratoriumsstunden	6
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	18
Inhaltsangabe	In the academic year 2025/26 the course "Marketing Research: Methods and Tools " will not be offered. – Students can choose among the other courses offered in the current academic year. • The course explores marketing research methods and practical approaches tailored for tourism, sports, and event management. • Notable topics include research philosophies and paradigms, research ethics, literature review techniques, and data collection and analysis methods, both qualitative and quantitative. • Students will gain experience in designing research projects

	and proposals, analyzing results through lab exercises, and effectively communicating findings. • The course also introduces advanced topics such as social media and big data analytics relevant to the industry.
Themen der Lehrveranstaltung	This course will introduce students to the activities, methodologies, and decisions used by marketers in data gathering, analysis, and interpretation. Topics will include: 1. Preparation-Introduction to marketing research and insight in tourism, leisure, sports, and event management 2. Approaches to leisure and tourism research, including ontology, epistemology, methodology, as well as research paradigms (i.e., positivism, interpretivism, pragmatism) 3. Starting out – research plans and proposals in tourism and sports management. 4. Research Ethics in tourism and sports management, ethical issues in marketing research. 5. The range of research methods in tourism, leisure, sports, and event management 6. Reviewing the literature, including systematic literature review, secondary data analysis, and qualitative and quantitative meta-analyses 7. Data collection Methods, including qualitative and quantitative research in tourism, sport, and event marketing (different methods), designing a basic survey research project, 8. Data Analysis Methods, comprising data analysis and reporting results, 9. Communicating Results via report writing, manuscript, and thesis development 10. Introduction to social media and big data analytics for tourism, sports, and events
Stichwörter	Research methods; Tourism Research Approaches Leisure research tools and techniques Data collection and analysis Data reporting
Empfohlene Voraussetzungen	Not Foreseen

Propädeutische Lehrveranstaltungen	
Unterrichtsform	This course will be taught through lectures, group activities, and class discussions: - The theoretical background of marketing research will be presented in lectures. - The practical application of this theoretical background will then be explored through class discussions, which will be conducted within the framework of exercises, short case studies, and additional, related reading assignments. Professional behaviour is expected during class time. Proper ethical conduct and academic honesty are expected at all times.
Anwesenheitspflicht	-
Spezifische Bildungsziele und erwartete Lernergebnisse	Autonomy of judgement identify the most relevant variables to be used in making decisions in complex situations; report analytically and critically on information, empirical evidence and data to make appropriate economic-managerial decisions; evaluate the most suitable analysis tools, both quantitative and qualitative to assist decision-making; find the necessary additional information in databases, regulatory sources and scientific bibliography; adopt logical arguments and relate information and analytical tools to find solutions. Communication skills The achievement of this objective will be assessed by means of written examinations, individual and group assignments as well as the final dissertation. Learning skills ability to find and make use of information from databases, research studies, laws, regulations and standards that are applied in professional life ability to analyse, critically evaluate and integrate data, information and experience; ability to develop possible solutions for economic and management problems in operational contexts of reference to the graduates'

	occupational outlets.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 of marketing information flow management and its functions in the consumer market (including behavioural sciences, market research, destination marketing) ILO 1.2 of variable relationships and basic concepts in hypothesis testing. ILO 1.3 of the software available for data analysis in the social sciences. ILO 1.4 of the basics of the concepts of uncertainty, ambiguity and robustness in the context of data analysis. ILO 1.5 of the mechanisms for creating and using big data, and the implications for business. ILO 2 - Ability to apply knowledge and understanding ILO 2.1 Use and consolidation of available information and resources to determine differences in various tourism and sports management systems ILO 2.2 Evaluation of different digital marketing approaches ILO 2.3 Support for strategic and operational decision-making using basic planning tools and scenarios. ILO 2.4 Basic concepts useful for taking courses in economics, business and administration. ILO 2.5 Solving linear programmes for business management problems: optimisation of costs and revenues, logistics design and optimisation, inventory flow planning, and so on. ILO 3 - Independent judgement ILO 3.1 Identify the most relevant variables to use when making decisions in complex situations. ILO 3.2 Report analytically and critically on information, empirical evidence and data in order to make appropriate economic and managerial decisions. ILO 3.3 evaluate the most appropriate quantitative and qualitative analysis tools to assist the decision-making process; ILO 3.4 find the necessary additional information in databases, regulatory sources and scientific literature; ILO 3.5 adopt logical arguments and relate information and

	analytical tools to find solutions. ILO 4 - Independent judgement (Communication skills) ILO 4.1 The achievement of this objective will be assessed through written exams, individual and group assignments, and the final degree thesis. ILO 5 - Learning skills ILO 5.1 ability to find and make use of information from databases, research studies, laws, regulations, and standards that are applied in professional life; ILO 5.2 Ability to analyse, critically evaluate and integrate data, information and experiences; ILO 5.3 Ability to develop possible solutions to economic and management problems in the operational contexts relevant to the employment opportunities of graduates.
Art der Prüfung	
Bewertungskriterien	
Pflichtliteratur	-
Weiterführende Literatur	
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Industrie, Innovation und Infrastruktur, Hochwertige Bildung