

## **Marketing Research, 7,5 HE credits**

*Marknadsundersökning, 7,5 hp*

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Established: 2017-11-07

Established by: School of Business, Economics and IT

Applies from: V18

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### **Learning outcomes**

On finishing the course, the participants will:

- be able to describe all the steps of marketing research from the initial problem analysis, through choice of methodology, sampling, different methods for data collection and finally to analysis and interpretation of data
- have the ability to, independently, plan, carry out, document and present marketing research
- be able to carry out the statistical analysis required in quantitative marketing research
- be able to judge and critically scrutinise marketing research reports and scientific research studies.

### **Entry requirements**

Completed course requirements in Business Administration 60 HE credits including 15 HE credits Marketing or equivalent (Marketing I, MFA101, Marketing II, MFB300, Retail Marketing). At least 30 out of 60 HE credits in Business Administration must be earned on the level 31-60 HE credits.

### **The forms of assessment of student performance**

The examination of the course is based on a group project in the form of a complete marketing research study including all steps, which is reported orally and in writing, analysis of other groups' studies, as well as on individual assignments.

### **Other regulations**

Course grading: F/Fx/E/D/C/B/A - Insufficient, Insufficient- more work required before the credit can be awarded, Sufficient, Satisfactory, Good, Very Good, Excellent

Course language: The teaching is conducted in English.

General rules pertaining to examination at University West are available at [www.hv.se](http://www.hv.se).

If the student has a decision/recommendation on special support due to disability, the examiner has the right to examine the student in a customized examination form.

**Course Overlap**

MUC500

**Cycle**

First cycle

**Progressive specialization**

G2F - first cycle, has at least 60 credits in first-cycle course/s as entry requirements

**Main field of study**

Business Administration