

Annex 2: Module description for the Consecutive Degree Programme in Business & Economics leading to the award of Master of Science

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Specialization module

Module number	261032-301 (version 01)
Module name	Market Research
Module coordinator	Professorship Business Administration – Marketing
Content and qualification objectives	<p><u>Content:</u></p> <ul style="list-style-type: none"> • Problem formulation • Typical market research approaches • Development of measuring instruments • Types of data collection • Sampling • Data analysis as a phase of the market research process • Use of multivariate statistical methods • Communicating the results <p><u>Qualification objectives:</u></p> <p>After successful completion of the module, students have developed an understanding of the importance of market research for (marketing) decisions and are able to name and explain tasks as well as phases of market research. They are able to characterize, distinguish and contextualize typical research approaches of market research. In addition to the basic types of market research, they know and understand the different methods of data collection such as questioning, observation and experiment and can distinguish their characteristic features. Students can also name and distinguish the characteristics and differences of the various types of samples. They are also able to evaluate the obtained results using common software solutions and communicate them to the target audience.</p>
Teaching methods	<p>The module teaching methods are lecture and exercise course.</p> <ul style="list-style-type: none"> • Lecture: Market Research (2 teaching units) • Exercise course: Market Research (1 teaching unit) <p>The classes will be conducted in English.</p>
Requirements for participation (recommended knowledge and skills)	Basic knowledge of marketing (e.g. Module 261032-100: Marketing)
Module application	The module is suitable for all degree programs with an economic orientation as well as for other degree programs.
Requirements for the award of credit points	Successfully passing the module examination is required for the awarding of credit points.
Module examination	<p>The module examination consists of one assessment component.</p> <ul style="list-style-type: none"> • 60-minute written examination on Market Research (Examination number: 61312) <p>The assessment component must be taken in English.</p>
Credits and grades	<p>This module is worth 5 credit points.</p> <p>Section 10 of the Examination Regulations specifies how the assessment component is assessed and how the module grade is calculated.</p>
Frequency	The module is offered each academic year.
Number of hours	The module requires students to complete a total of 150 study hours.
Module duration	Under normal circumstances, the module is completed in one semester.