

Consumer Behavior & Marketing Research

Learning objectives and outcomes:

The aim of this course is to provide a thorough understanding of the theoretical foundations of buying behavior. The students should be able to evaluate various consumer behavior models and to analyze buying behavior by applying various marketing research tools and multivariate methods. Furthermore, students have to apply their theoretical knowledge to practical research questions. There will be a number of team work activities. This group work involves the review of journal articles and self-directed multivariate analysis of data sets. Finally, students have to conduct a survey on a given marketing research topic and the collected data will be analyzed using SPSS. The results will be presented in class for discussion. At the completion of the course, students should be able to:

- Define marketing research problems and to develop a marketing research brief based on the fundamentals of consumer behavior theory.
- Evaluate and manage a range of market research techniques, then discover how best to collect, analyze and use the data.
- Present and evaluate marketing research results.
- Analyze research, communicate and present marketing research figures and outline implications for marketing management.

Content:

The first part of the course focuses on the models of consumer behavior. Secondly, various marketing research methods will be discussed. The third part focuses on multivariate analysis tools. Topics covered include:

- Introduction to marketing research
- Modeling and researching consumer behavior
- Development of a research plan • Evaluation of marketing research methods
- Multivariate analysis (correlation and regression analysis, factor analysis, cluster analysis, discriminant analysis)
- Interpretation of marketing research results

Teaching Methods:

The course is based on lectures supplemented by tutorials (computer-based analysis with SPSS). Using a specific data set, the students will get practical insights in using multivariate analysis tools. Finally, the research results will be presented in class.

Conditions of Participation:

Admission to the HHL full-time Master Program in Management (M.Sc.). A good understanding of marketing fundamentals is a prerequisite.

Application, combination and frequency:

The course is part of the elective module "Marketing Management". It can be chosen either in combination with all other courses of this module or as part of the module "Advanced General Management". The content is matched with the topics of other lectures within the module "Marketing Management". The course is held once a year.