



VESALIUS COLLEGE vzw

Summer 2009

Course Syllabus

MARKETING RESEARCH IN EUROPE

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Course Content and Objectives:

After this course, you should be able to:

- appreciate the necessity for marketing research in European business/marketing
- understand when and why different research tools are used
- conduct both commercial and academic research tasks on a cross-border basis
- understand how to present business/marketing research information in an accessible way

Course Materials

Textbook: Marketing Research 1e, Approaches, Methods and Applications in Europe
Ray Kent (2008) ISBN-13: 9781844803279

Requirements:

The students will be evaluated on the basis of their performance as follows:

➤ Group project	35%
➤ Individual homework	15%
➤ In-class participation	10%
➤ Final examination	<u>40%</u>
TOTAL	100%

Grading Criteria

The following criteria will be applied in assessing your written work:

- Evidence of understanding of the concepts, theories and ideas developed in the course.
- Ability to apply these concepts to examples from your own experience, if possible.
- Clarity of description, explanation and attention to the focus of the assignment.
- Capacity to structure an assignment logically and limit it to the length required.
- Degree to which the material submitted for assessment addresses the specified or negotiated assignment requirements.

Academic dishonesty is **NOT** tolerated in this course. If you refer to someone else's work, appropriate references and citations must be provided. [In other words, quote where appropriate, but your own words and thoughts are more appreciated.] Grammar, spelling and punctuation count, so use the tools necessary to correct before handing in assignments.

Week	Topic / reference chapter in textbook*	Assignments
1	Ch. 1 Client-Based Market Research Ch. 2 Academic Research in Marketing	Assign groups for group work
2	Ch. 6 The Instruments of Data Capture Ch. 8 Populations and Samples	Indiv. assignment
3	Ch. 5 Constructing Quantitative Data Ch. 7 Quantitative Research Methods	Indiv. assignment
4	Ch. 4 Constructing Qualitative Data Ch. 10 Analyzing Qualitative Data	Indiv. assignment
5	Ch. 9 Mixed Research Designs Ch. 11 Analyzing Quantitative Data: Essential Descriptive Measures	
6	Ch. 16 Commercial Proprietary Techniques Ch. 17 Cross-National Research Ch. 18 Communicating the Results	Group work due
7	Final Exam	

*The textbook chapters are for reference, as we are not going to cover each chapter in its entirety in a six week summer school course.