

Module	Consumer and Market Research	
Faculty	Agricultural Sciences and Landscape Architecture (A&L)	
Module ID	44025637	
Study Programme	Industrial Engineering for the Agricultural and Horticultural Businesses (B.Eng.) Food Production Engineering and Business (B.Eng.), Horticultural Production (B.Sc.), Agriculture (B.Sc.)	
Level	Bachelor	
Course content	<ul style="list-style-type: none"> - Basic principles of questionnaire design for analyzing consumer behaviour - Question wording - Scale formation - Methods of market research - Current methods of commercial market and opinion research - Applying market research methods to case studies from the food sector - Introduction to statistical data analysis with SPSS - Application-oriented introduction to practical analysis methods - Relationship between selected concepts of consumer behavior (e.g. customer loyalty, attitude, lifestyles, etc.) and the use of market research methods - Importance of market research for the optimization of marketing strategies and marketing tools (such as positioning, segmentation, price / promotion testing, customer satisfaction measurements) - Implementation of a market research project in small groups - Joint derivation of marketing recommendations at the strategic and instrumental levels 	
Course description/ Mission Statement	<p><u>Broadening of knowledge</u> The students have a basic knowledge about selected parts of consumer behaviour, question wording and easy statistical analysis methods.</p> <p><u>Skill - instrumental expertise</u> The students prepare statistical data and implement statistical analyses.</p> <p><u>Skill - communicative expertise</u> The students defend the achieved market research results.</p> <p><u>Skill – systematical expertise</u> The students are able to define a market research problem of food marketing independently and to postulate research hypotheses. They develop a interrelated market research project, including the questionnaire design, as well as the statistical analysis and a presentation of the results.</p>	
Teaching/ study methods	Alternating lectures and exercises in small groups Implementation of a market research project under the regular direction of the lecturer	
Credits	5	
Teaching / study econcepts	Hours	Workload
	30	Lectures
	30	Exercises
	30	Studying literature
	60	Academic Paper
Responsible professor	Enneking, Ulrich	
Last update	07.07.2012	