Course Descriptions None 2014-2015

Course Title	Research for Marketing Decision-Making
Course Code	EBC4080
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	27-10-2014	19-12-2014		X/E	X/E		X/E
5	13-4-2015	5-6-2015		X/E	X/E		X/E

Level	Advanced
Coordinator	Martin Wetzels For more information:m.wetzels@maastrichtuniversity.nl
Language of instruction	English
Goals	In order to develop an effective marketing strategy marketing managers require an in-depth understanding of the market environment of their business. Marketing research aids marketing managers in specifying, obtaining and interpreting information, so that they can choose the optimal marketing strategy among the alternatives available. The main objective of the course Research for Marketing Decision-Making can be formulated as follows: To provide you with tools necessary for analysing data in order to improve marketing decision-making. In order to achieve this objective we will: •Introduce a number of data analysis tools which will help to improve decision-making in the strategic planning process; •Apply these data analysis tools using the statistical software package SPSS and •Interpret the findings obtained from the data analysis in SPSS and its implications for marketing decision-making.
Description	During this course we will introduce a number of data analysis tools: (1) basic data analysis tools (bivariate), (2) (M)AN©OVA, (3) Correlation and Regression Analysis, (4) Factor Analysis, (5) Cluster Analysis and (6) Perceptual Mapping and Conjoint Analysis. The course consists of lectures and tutorials planned in tandem. During the lectures we will address the objectives of the data analysis tools, the underlying assumptions, the most important findings which can be obtained using the tools, and explain how SPSS can be used to conduct the analyses. Using practical data analysis assignments participants can apply these data analysis tools using SPSS in teams. During the tutorials a team of participants will present the findings of their analyses using SPSS and interpret these findings to obtain recommendations for marketing decision-making.
Literature	•Malhotra, N. (2010). Marketing Research: An Applied Orientation. Upper Saddle River: Pearson/Prentice-Hall, Ch. 14-21. (Please note this is the 6th edition!) If you took the course Customer Analysis you already might have acquired this book) •Pallant, J.(2010). SPSS Survival Manual: A Step by Step Guide to Data Analysis Using SPSS for Windows. Maidenhead: Open University Press/McGraw-Hill, Ch. 1-19 & Ch. 22.
Prerequisites	All students who are admitted to the Master of Science in International Business can follow this course. Exchange students with a Bachelor degree in Business, or with another Bachelor degree including a minor in Marketing are also admitted. The course assumes knowledge of statistical techniques at intermediate level, and of marketing research at introductory level.
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Participation / Written Exam
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Master Business Research	Methodology Electives
Master Business Research Track OR	Methodology Electives
Master International Business Track Marketing-Finance	Marketing-Finance
Master International Business Track Strategic Marketing	Strategic Marketing