

B-IBM-M 6.3 Psychological Methods for Marketing and Consumer Research

Code B-IBM-M 6.3	Workload 125 h	Duration 1 Semester	Workload 56 h physical synchronous contact hours
Level Bachelor	ECTS-Credits 5	Frequency both WS and SS	0 h online synchronous contact hours
Module Responsibility Dipl.-Psych. Michael Pusler	Teaching Units 56	Language of Instruction English	14 h guided private study hours 55 h private study hours

Courses

Learning Outcomes/Competencies

The students who have successfully completed the module are able to:

- identify the basic ideas of systemic change work and to differentiate coaching and systemic consulting from other intervention formats,
- differentiate systemic approaches from alternative forms of consulting and to plan and assess systemic consulting projects and coaching,
- use systemic questioning techniques in a goal-oriented way and to evaluate current approaches in coaching in a reflective manner in their strengths and limits,
- critically examine the factors and effectiveness of coaching processes,
- critically reflect on their own role and its effectiveness, and
- use reflection as an essential consulting competence in dealing with systems.

Module Content

General Principles of Psychological Market Research

- Subject matter and fields of application
- Basics of market research
- Market research and digital change

Planning and Implementation of Market Research Surveys

- From the operational question to the market research solution
- Data and data sources
- Distinction between secondary and primary market research
- The market research process
- Target group and target group models
- Measurement theory (distribution, representativeness)
- Determination of the appropriate sample size
- Scaling, error and accuracy
- Differentiation from data aggregators such as Google, Amazon

Central Models and Theories of Consumer Research

- The Customer Decision Journey
- The elaboration likelihood model of advertising effectiveness research
- Consumer behavior from a behavioral economics perspective

Quantitative Survey Methods

- The different formats and their special features
- Face-to-face, in the studio, at the POS or at home
- CATI/CAPI (also mobile)
- Online (CAWI, also mobile)
- Panel/Tracking/Ad hoc
- DIY Research
- Target group definition, population and sample
- Special challenges and dealing with the typical weak points
- Questionnaire design and creation (measurement theory, scaling, errors and accuracy, quality criteria) incl. exercise units
- Non-invasive procedures (face recognition: facial encoding)
- (Statistical) evaluation of quantitative surveys
- (graphical) result display

Qualitative Survey Methods

- Explorative methods (also online) and their special features
- Individual exploration (in-depth interview) and group discussion (preparation, implementation and evaluation)
- creative workshop, design thinking, further creative techniques
- Projective and associative methods
- Thought protocol and Think aloud technology
- Ethnographic approaches
- (Content analytical and interpretative) evaluation of qualitative methods

Market Research 2.0

- social media research
- AI in market research: affective computing, chatbots

Overarching Themes and Outlook on Career Prospects

- Trend research
- Data protection in market research
- Changes in market research through digitalization

Learning Activities and Teaching Methods

Physical Synchronous Contact Hours:

Lecture, interactive development of the content, exercises in the form of small group work, case studies and role plays, presentations on selected learning topics

Online Synchronous Contact Hours:

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Guided Private Study Hours

Guided study of literature, working on short case studies and exercises, preparation of presentations.

Private Study Hours:

Study of literature, individual preparation and follow-up of the course contents, exam preparation.

Pre-Requisites

The successful completion of the following modules is recommended: B-IBM 2.1
Mathematics and Statistics I
B-IBM 2.2 Mathematics and Statistics II
B-IBM 4.1 Marketing, Social Media
Marketing and E-Commerce B-IBM 4.2
Market Research and
Empirical Research Methods
B-IBM 4.3 Consumer Behavior and Market Psychology

Assessment Methods and Evaluation Criteria

Students complete this module by passing a written exam, which comprises 90 minutes. A pass in this module is achieved when the overall grade is greater than or equal to 4.0.

Value of Module Grade for Final Grade

5/170 ECTS credit points in Bachelor's degree programs of the integrated system of the faculty of Business & Media according to §1 (2) PO BT.

5/170 ECTS credit points in Bachelor's programs with an internship semester in the integrated system of the faculty of Business & Media according to §1 (2) PO BT.

Literature

Bryman, A. (2015). *Social Research Methods* (5th ed.). Oxford:

Oxford University Press. Burns, A. & Bush, R. F. (2019).

Marketing Research (9th ed.). London: Pearson.

Härdle, W. K., & Simar, L. (2015). *Applied Multivariate Statistical Analysis* (4th ed.). Heidelberg: Springer Verlag.

Hair, J., Black, W., Anderson, R., & Babin, B. (2018). *Multivariate Data Analysis* (8th ed.). Boston, MA: Cengage Learning.

Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing Research: An Applied Approach* (5th ed.). London: Pearson Education Ltd.

Pligt, J., & Vliek, M. (2016). *The Psychology of Influence*.

Oxfordshire: Routledge. Zaltman, G. (2003). *How Customers*
International Business Management (B.Sc.), Full-Time, PO2020
Faculty of Business and Media, Date of Status
2-0234-25.02.2020

Think: Essential Insights into the Mind of the Market. Brighton, MA: Harvard Business Review Press.