

Undergraduate Course Discription: Autumn 2002 - Spring 2003			
Esbjerg	Kolding	Odense	Sønderborg
Int.Undergraduate Pro.			
Responsible: Knud Stokholm		Up-dated: 4 June 2002	Page 1 of 2
Title	Applied Marketing Research		
	Course Number 9034102		
Year's workload/ ECTS	0.063 of a year's workload / 3,75 ECTS		
Department	Department of Environmental and Business Economics		
Prerequisites	Basic Marketing		
Aim of the course	The aim of the course is to develop, activate and put into practice the knowledge, which the students have already acquired in marketing. The course aims especially at enabling the students to collect, analyse and apply relevant information about Danish or international market conditions with reference to preparation of a marketing project.		
Main topics	<p>The students must work on the following areas on the basis of a presentation of a definite marketing problem :</p> <ol style="list-style-type: none"> 1. Definition of the need for information in connection with marketing decisions. 2. Identification of relevant information sources for illustration of the market conditions which are relevant for the presentation of the problem. 3. On a limited scale application of qualitative and quantitative survey methods in connection with illustration of the market conditions that are relevant for the project. 4. Application of the collected market information for preparation of an overall marketing plan. <p>A few lectures will be given in the beginning of the course. Independent project work will be applied with reference to integrated performance of all course aims, as this educational instrument has to develop the students' proficiency with regard to research, analysis and application of relevant market information. Consultations will be given during the course.</p>		
Literature	Notes.		
Teaching term	Spring 2003.		
Type of course	Group work, project work and a limited number of lectures. Taught in English. 30 contact hours (lectures and consultations)		
Evaluation time	June 2003.		

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Title	Applied Marketing Research	
Examination requirements	None.	
Evaluation	Term paper of 30-40 pages must be presented for an imaginary dication maker. The paper must be prepared in groups of 3-4 persons. Internal evaluation based on the Danish 13-point scale.	
Connected with the board:	The Academic Board of Business Administration	Approved on 4. juni 2002