

Industrial Market Research

Programme course

6 credits

Industriell marknadsanalys

TEIM07

Valid from: 2017 Spring semester

Determined by
Board of Studies for Industrial
Engineering and Logistics

Date determined
2017-01-25

Main field of study

Industrial Engineering and Management

Course level

Second cycle

Advancement level

A1X

Course offered for

- Industrial Engineering and Management - International, M Sc in Engineering
- Industrial Engineering and Management, M Sc in Engineering

Entry requirements

Note: Admission requirements for non-programme students usually also include admission requirements for the programme and threshold requirements for progression within the programme, or corresponding.

Prerequisites

Basic Marketing, Mathematical Statistics

Intended learning outcomes

The aim of this course is to develop the students' ability to define, analyse and solve various marketing-decision problems. The focus is on quantitative methods in marketing research, especially multivariate techniques such as factor analysis and multiple regression analysis.

Course content

Analysis of decision problems in marketing. Methodology in marketing research. Ethical problems in marketing research. Developing a frame of reference. Basic data description and analysis. Multivariate analysis of survey data

Teaching and working methods

The course contains lectures, laboratory lessons and one project.

Examination

PRA1	Project	3 credits	U, 3, 4, 5
TEN1	Written examination	3 credits	U, 3, 4, 5

Grades

Four-grade scale, LiU, U, 3, 4, 5

Other information

Supplementary courses:
Industrial Market and Technology Strategies, Multivariate Statistical Methods

Department

Institutionen för ekonomisk och industriell utveckling

Director of Studies or equivalent

Johan Holtström

Examiner

Roland Sjöström

Education components

Preliminary scheduled hours: 49 h
Recommended self-study hours: 111 h

Course literature

Eget kursmaterial (finns som pdf-fil på kurshemsidan), "Utredningsmetodik och Industriell marknadsanalys", Sjöström (senaste upplagan)
Laborationshandledningar

Common rules

Regulations (apply to LiU in its entirety)

The university is a government agency whose operations are regulated by legislation and ordinances, which include the Higher Education Act and the Higher Education Ordinance. In addition to legislation and ordinances, operations are subject to several policy documents. The Linköping University rule book collects currently valid decisions of a regulatory nature taken by the university board, the vice-chancellor and faculty/department boards.

LiU's rule book for education at first-cycle and second-cycle levels is available at http://stydokument.liu.se/Regelsamling/Innehall/Utbildning_pa_grund-_och_avancerad_niva.