

Module “Marketing and Market Analysis”

Module title, ECTS credits (and possibly STADS code) <i>Marketing and Market Analysis</i> 10 ECTS
Location 4 th semester
Module coordinator Mohammad B. Rana; mbr@business.aau.dk
Type and language <i>Study subject module</i> <i>English</i>
Course teachers Assistant professor Mohammad B. Rana mbr@business.aau.dk Assistant professor Andreea I. Bujac andreea@business.aau.dk Assistant professor Jonas Strømfeldt Eduardsen jse@business.aau.dk
Objectives <i>The overall aim of the module is twofold, i.e. to introduce students to the fundamental principles and concepts of marketing and to give students an understanding of how to do market research and use it to make better management decisions.</i> <i>The learning objectives of the module are described in terms of the following:</i> <i>Knowledge:</i> <ul style="list-style-type: none">• <i>Demonstrate knowledge about key marketing concepts and theories, basics of marketing management and marketing strategies, types of markets, customer value and its implications for marketing</i>• <i>Demonstrate an understanding of the basic approaches and underpinnings of market analysis</i>• <i>Differentiate between the merits of quantitative and qualitative approaches to market research</i> <i>Skills:</i> <ul style="list-style-type: none">• <i>Ability to identify and assess marketing challenges in a given company context</i>• <i>Design and plan quantitative and qualitative market research to support management decisions;</i>• <i>Interpret and evaluate market research data to critically assess possible outcomes and solutions.</i> <i>Competences:</i> <ul style="list-style-type: none">• <i>Ability to handle issues of marketing management primarily at an operational (i.e. existing marketing problems) and to reflect upon marketing development at a strategic level.</i>• <i>Ability to put market research into practice and transform research findings into actionable business insights</i>

Academic content and conjunction with other modules/semesters

The module is composed of two separate yet inter-related courses: 1) Marketing and 2) Market Analysis.

- The Marketing course concentrates on theoretical insights (with practical illustrations) into:
 - Basic concepts in marketing, marketing management and marketing strategies
 - Insights into marketing environments
 - Target marketing differentiation strategies
 - Customer value, satisfaction and loyalty
 - Brands, brand equity and branding strategies
 - Market offerings and pricing strategies
 - Delivering and communicating value to customers
 - Marketing implementation and control

- The Market Analysis course follows with a focus on identifying and solving practical marketing questions. It addresses the whole process including defining a research problem, setting a research objective, designing the research (e.g. creating a questionnaire, selecting a sample) and interpretation of collected market data. The emphasis of the course is on a proper design of the questionnaire and decisions related to sample size, sample selection, analysis techniques. The course also presents a selection of statistical methods based on questions of investigation. Some of these methods are already taught in the statistics module. Finally, we expect students to be able to relate the market analysis and the findings with the marketing decision making. The teaching is conducted in the form of lectures that cover marketing research methodology. During the lectures, there will be class-based exercises showing how to quantitatively analyze different types of market information and data.

Scope and expected performance

10 ETCS are equivalent to 270 hours divided as follows.

Activity	Number of hours
8 Marketing sessions of 2x45', including preparation (reading) + Exercise	100 hours
8 Market Analysis sessions of 2x45', including preparation (reading) + Exercise	100 hours
3-day exam, including preparation	70 hours

Participants

BSc 4th Semester students and possibly Top-up students

Prerequisites for participation

Parallel participation in the module "Data Analysis and Statistics", since it provides basic statistical methods to be applied in marketing analysis.

Module activities (course sessions etc.)

The module consists of 8 lectures of 3x45 minutes in Marketing and 8 lectures of 2x45 minutes in Market Analysis. Details of the reading materials and lectures are as follows.

Lectures of Marketing

Textbook:

Kotler, Keller, Brady, Goodman and Hansen

Marketing Management

Pearson, 2nd Edition 2012

ISBN: 978-0273743613

Course plan:

Session	Lecture topic	Readings
1	Introduction to Marketing	Chapters: 1 to 2
2	Marketing Insights	Chapters: 5 to 9
3	Branding	Chapters: 12 and 13
4	Connecting with Customers	Chapters: 10 and 11
5	Developing marketing strategies and plan	Chapter: 3
6	Shaping the Market Offering	Chapters: 14 to 16
7	Delivering and Communicating Value	Chapters: 17, 18, 19 and 20
8	Marketing implementation and control	Chapters: 21 and 22

Lectures of Market Research**Lecturer: Jonas Eduardsen****Textbook:**

Marketing Research, 8th edition
 Alvin C. Burns, and Ronald F. Bush

ISBN 9780134143316

Session	Lecture topic	Literature
1	Introduction to market analysis	Chapter 1 + 2
2	Market research process and defining market research problems	Chapter 3
3	Designing market research	Chapter 4
4	Quantitative and qualitative approaches to Marketing Research	Chapter 6 - 7
5	Designing questionnaires	Chapter 8
6	Sampling procedures in market research	Chapter 9 + 10
7	Making sense of market research data	Chapter 12 – 15
8	Application and recapitulation	