

**SYLLABUS**

# **Market Research for Business Decisions 7.5 credits M7035N**

**Marknadsundersökningar för affärsbeslut**

**Course syllabus admitted: Autumn 2023 Sp 1 - Present**

**DECISION DATE  
2022-02-11**

# Market Research for Business Decisions 7.5 credits M7035N

## Marknadsundersökningar för affärsbeslut

### Second cycle, M7035N

Education level	Grade scale	Subject	Subject group (SCB)
Second cycle	U G VG *	Företagsekonomi	Business Administration

### Main field of study

Business Administration

## Entry requirements

Completed courses of at least 120 credits, with at least the grade Pass. This must include the following courses: Principles of Marketing (M0004N or M0015N) 7,5 credits and Scientific theory, research methods and ethics (G0012N) 15 credits, or equivalent knowledge. Good knowledge in English, equivalent to English 6.

## Selection

The selection is based on 30-285 credits

## Course Aim

After passing the course, the student should be able to:

- Formulate and define business problems for which market research can be used as a solution
- Describe, explain and choose between different methods for market research, and also motivate and explain how a business problem can be solved by using the chosen methods
- Develop an instrument for quantitative data collection
- Provide constructive feedback on an instrument for data collection
- Conduct a focus group as well as a quantitative study to solve a business problem
- Analyse quantitative data through the use of statistical techniques
- Make relevant conclusions based on results from market research and from this make recommendations for business decisions
- Clearly communicate research results in English, in writing as well as orally
- Show understanding of the limitations and assess the quality of market research projects
- Plan and manage a project within a specified time frame

## Contents

The course deals with the role of market information in companies and how market research can be used for business decisions. The process from formulation of the business problem to communication of research results is studied and practised. A particular focus is placed on quantitative method and statistical analysis, for which students will use the SPSS software.

## Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

The course consists of lectures, seminars, exercises, and a larger project in which students practice their ability to plan and conduct market research. The project is conducted for, and presented to, a client; i.e. an external company/organization. The course is carried out in English.

## Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. In compulsory assignments, the student should demonstrate ability to:

- Formulate and define business problems for which market research can be used as a solution
- Describe, explain and choose between different methods for market research
- Motivate and explain how a business problem can be solved by using the chosen methods
- Develop an instrument for quantitative data collection
- Provide constructive feedback on an instrument for data collection
- Show understanding of the limitations and assess the quality of market research projects

In project work, the student should demonstrate ability to:

- Formulate and define business problems for which market research can be used as a solution
- Describe and explain the chosen method for market research, and also motivate and explain how a business problem can be solved by using the chosen method
- Develop an instrument for quantitative data collection
- Conduct a focus group as well as a quantitative study to solve a business problem
- Analyze quantitative data through the use of statistical techniques
- Make relevant conclusions based on results from market research and from this make recommendations for business decisions
- Clearly communicate research results in English, in writing as well as orally
- Show understanding of the limitations and assess the quality of market research projects
- Plan and manage a project within the specified time frame

Presence during compulsory sessions is required.

## Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

## Remarks

Students must register for the courses themselves, or contact ETKS educational administration [eduetks@ltu.se](mailto:eduetks@ltu.se), not later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

## Course offered by

Department of Social Sciences, Technology and Arts

## Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0002	Project work	U G VG *	6	Mandatory	A15	
0003	Compulsory assignments	U G#	1.5	Mandatory	A15	

## Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

## Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2022-02-11

## Syllabus established

by Director of Undergraduate Studies Bo Jonsson, Department of Business Administration, Technology and Social Sciences 2012-03-14