School of Economics and Management

STAR04, Quantitative Research Methods, 5 credits

Kvantitativa forskningsmetoder, 5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Statistics on 2016-05-16 to be valid from 2016-09-01, autumn semester 2016.

General Information

This is an advanced level course, which is elective in the programme International Marketing and Brand Management (EAGIB).

Language of instruction: English

Main field of studies	*Depth of study relative to the degree requirements*
Statistics	A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

Knowledge and understanding

A passing grade will be awarded to students who:

- demonstrate knowledge of appropriate quantitative research methods within international marketing and brand management,
- demonstrate knowledge of designing quantitative studies, and
- demonstrate an understanding of the importance of the statistical methodology for scientific and marketing research.

Competence and skills

A passing grade will be awarded to students who:

- demonstrate an ability to independently design quantitative studies, and
- demonstrate an ability to independently use appropriate statistical methods analysing research problems.

Judgement and approach

A passing grade will be awarded to students who:

- demonstrate an ability to make assessments of relevant statistical approaches for analysing problems in both scientific research and international marketing and brand management,
- demonstrate an ability to make assessments with regard to ethical aspects of quantitative research, and
- demonstrate insight into the role of quantitative methodology in research and the responsibility of the individual for how it is used.

Course content

1. Repetition of the research process and reformulating the research problem as statistical hypotheses.
2. Sampling and data collection, questionnaire design.
3. Basic methods for descriptive and inferential statistics.
4. Design of experiments and analysis of variance.
5. Correlation and regression analysis.
6. Factor analysis and constructing scales.
7. An overview of some statistical methods common in marketing analysis.

Course design

The course is designed as a series of lectures, laboratory exercises, and seminars. Furthermore, field trips and guest lectures could be included.

Assessment

The assessment consists of a written exam, a written assignment, and a seminar.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

Grade (definition) Points or percentage of maximum points. Description

A (Excellent) 85-100. An excellent result in terms of theoretical depth, practical relevance, analytical ability and independence.

B (Very good) 75-84. A very good result in terms of theoretical depth, practical relevance, analytical ability and independence.

C (Good) 65-74. A good result in terms of theoretical depth, practical relevance, analytical ability and independence.

D (Satisfactory) 55-64. A satisfactory result in terms of theoretical depth, practical relevance, analytical ability and independence.

E (Acceptable) 50-54. A result that satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independence.

U (Inadequate/Fail) 0-49. An inadequate result in terms of theoretical depth, practical relevance, analytical ability and independence.

To pass a course, the student must obtain the grade of E or higher.

The grade is determined as a weighted sum of the results on the exam, the assignment, and the seminar.

Entry requirements

An undergraduate degree (BA/BSc) with at least 60 ECTS credits in business administration or the equivalent.

Subcourses in STAR04, Quantitative Research Methods

Applies from V17

1604 Quantitative Research Methods, 5,0 hp
Grading scale: Fail, E, D, C, B, A