

Course title	Code No.
Research Project in Marketing	--

Semester	Course status (mandatory or optional)
III.	Optional

Lecturer(s)	E-Mail
Prof. Dr. rer. pol. Nelly Oelze	nelly.oelze@hs-flensburg.de
Prof. Dr. Alexander Deseniss	deseniss@hs-flensburg.de

Contact hours per week	Credit Points	Workload (hours per semester)		
			Presence	Self-study
8	12	Lecture	120	240
		Seminar	-	-
		Practice	-	-
		Laboratory	-	-
		Other	-	-

Media (equipment)	Teaching aids (literature, group work ...)
<ul style="list-style-type: none"> - computer - projector - board 	<ul style="list-style-type: none"> - literature - presentations - project work, supported by preparational lectures and project/research support

Enrolment requirements and entry competences required for the course
<ul style="list-style-type: none"> - proficiency in English

Conditions for permission to take the exam
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Assessment methods and criteria
Project work

Learning outcomes at the program level to which the course contributes
<p>On completing this module, students will have an understanding of (when choosing transfer project)</p> <ul style="list-style-type: none"> • acquisition of projects in approaching relevant enterprises and configuring and agreeing on projects;

- development and configuration of the agreed projects and electing and combining the relevant methods for implementation in the project;
- solve problems in the project using situational reasonable methods of problem solving;
- documentation of the progress of the project and of the findings and communication in adequate style to all stakeholders;

(when choosing research project)

- application of relevant research methods and combination of these in a sensible way according to the research question;
- research and documentation of research findings in a scientific robust manner;
- achievement of scientific verified findings and documentation of these in a scientific way;
- solution of problems in research projects by situationally reasonable use of problem solving techniques.

Learning Outcomes

Professional competence

The student has the ability to use different methods and tools to solve the "given" marketing problem.

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Key skills

The student has the ability to identify, define, conceptualize and critically analyze complex marketing problems and issues, provide insights and solutions. They present solution approaches in front of professionals.

Applicability in other courses/programs

This module is suitable for study programs in economic fields of study.

Content

1. Transfer Project or Research Project
2. Preparative Lectures on Project and/or Research Methods
3. Ongoing Project and Research Support

Literature

Literature information will be given at the beginning of the lecture.

Amendment Log

Version No.:	Date:	Changes:	Name:
1	24/06/2020		Oelze