



# QUANTITATIVES MARKETING

## COURSE OUTLINE

**PROF. DR. STEFANIE PALUCH**

School of Business and Economics

**TIME** Research Area | Service and Technology Marketing (**STM**)

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## 1 COURSE OVERVIEW

Course Name:	Quantitatives Marketing
Degree Programmes:	1. Master BWL 2. Master Wirtschaftsingenieurwesen 3. Master Wirtschaftswissenschaften
Lecturer:	Prof. Dr. Stefanie Paluch
Contact:	David Egbert (egbert@time.rwth-aachen.de)
Location and Time:	Professor-Pirlet-Str. 12, Room 2315 001 (PPS H2), Wednesdays 12:15 – 13.45 Kackertstr. 15, Room 3020 03.1 (Se 1), Tuesdays 14:15 – 15.45
Content Description:	This course includes aspects of quantitative marketing such as data collection (samples, survey design, coding, and handling of data sets) and data analysis (data set modification, uni- and multivariate Analysis e.g in SPSS). Further topics and methods of quantitative marketing will be presented and discussed in the lecture.
Qualification Objectives:	After this course students are able to design, conduct and analyze quantitative empirical studies, e.g. in their master theses. They will acquire basic knowledge about quantitative models. This course is designed to advance the methodological competence of the students and enable them to reach complex marketing-decision.
Course Examination:	Individual written exam (100%) Possibility to obtain a bonus by elaboration of a group assignment (application of learned quantitative research methods), which improves the final grade by one grade increment.
Participation Requirements:	Basic understanding of Economics, willingness to read and prepare scientific papers
Group Size:	open
Type of Teaching Event:	Lecture
Language:	German
Credits:	5

## 2 COURSE ORGANISATION – Lecture

The course comprises eleven sessions, which follow the traditional lecture format each Wednesday, 12:15 - 13.45 in room 2315|001 (PPS H2), Professor-Pirlet-Str. 12.

The table below depict the preliminary schedule and the topics of each session.

Lecture	Session 1 19/10/2016	Session 2 26/10/2016	Sessions 3 02/11/2016	Session 4 09/11/2016	Session 5 16/11/2016	Session 6 23/11/2016
Wednesdays: 12:15 – 13:45  Room 2315 001 (PPS H2)	keine Veranstaltung	Grundsätze der Fragebogen- erhebung	Regressions- analyse	Varianz- analyse	Faktoren- analyse	Moderation und Mediation
Wednesdays: 12:15 – 13:45  Room 2315 001 (PPS H2)	Session 7 30/11/2016	Session 8 07/12/2016	Sessions 9 14/12/2016	Session 10 11/01/2017	Session 11 18/01/2017	Session 12 25/01/2017
keine Veranstaltung	Struktur- gleichungs- modellierung (I)	Struktur- gleichungs- modellierung (II)	<b>Probeklausur</b> (ZuseLab)	Feedback- session Projekt- arbeiten	Gastvortrag	Klausur- vorbereitung

## 3 COURSE ORGANISATION – Exercise

An exercise will strengthen the student's understanding of uni- and multivariate analysis and will take place each Tuesday, 14:15 – 15:45 in room 3020|03.1 (Se 1), Kackertstraße 15.

The table below depict the preliminary schedule and the topics of each session.

Exercise	Session 1 18/10/2016	Session 2 25/10/2016	Sessions 3 01/11/2016	Session 4 08/11/2016	Session 5 15/11/2016	Session 6 22/11/2016
Tuesdays: 14:15 – 15:45  Room 3020 03.1 (SE 1), Kackertstraße 15	keine Veranstaltung	Einführung in SPSS	keine Veranstaltung (Feiertag)	Fragebogen- erstellung mit Unipark	Regressions- und Varianz- analyse mit SPSS	Faktoren- analyse mit SPSS

	<b>Session 7</b> 29/11/2016	<b>Session 8</b> 06/12/2016	<b>Sessions 9</b> 13/12/2016	<b>Session 10</b> 20/12/2016	<b>Session 11</b> 10/01/2017	<b>Session 12</b> 24/01/2017
<p>Tuesdays: 14:15 – 15:45</p> <p>Room 3020 03.1 (SE 1), Kackertstraße 15</p>	Moderation und Mediation mit SPSS	Struktur- gleichungs- modelle mit Lisrel	Struktur- gleichungs- modelle mit SmartPLS	Vorstellung Projekt- arbeits	Feedback- session Projekt- arbeiten	End- präsentation Projekt- arbeiten

This course will be managed via the e-learning platform L2P. All lecture slides and additional readings will be deposited here. In addition, we will communicate all important pieces of information (e.g. room changes) only via L2P. It is hence essential for you to sign up for our L2P course.

All lectures and exercises will be in German language. Final grading is based on an individual written exam (100%), lasting 60 minutes.

**We hope you will enjoy the course and look forward to working with you!**