



Research Methodology

for advanced master students and PhD students

Summer Term 2023
Mondays 2 – 6 pm in GD 06
Instructor: Martin Eisend

Schedule (*preliminary*)

17/04/2023	Science and Theories
24/04/2023	Methods: Surveys and Experiments
08/05/2023	Presentations: Surveys
15/05/2023	Presentations: Experiments
22/05/2023	Exam

Target group

The course will be offered to master students who are in an advanced stage of their studies, have an interest in academic research, and/or plan to conduct an empirical study for their master thesis. The course is also open to PhD students with an interest in quantitative research methods.

The number of course participants is limited. If you are interested in taking part in the course, an application is required. Please fill in the application form (provided on the website) and upload it on moodle (LS Marketing (Brunk & Eisend) (Bewerbungsverfahren) by April 11, 2023, 1 pm. Please add a record of your grades (“Notenausdruck”) as a single file. Records in German or English will be accepted. If you have a different grading system at your home university, please make sure to convert your grades to the German grading system. Only complete applications that arrive in due time will be considered. If you are a PhD student, please upload your supervision agreement instead of the grade of records. In case more students apply for the course than places are available, students will be selected on the basis of their experience and study progress.

Objectives

1. To familiarize students with the scientific foundations and practical applications of quantitative research designs and methods that are used in management and marketing research.
2. To enable students to develop their own survey-based and experimental research design.
3. To enable students to evaluate and interpret research designs and methods that are applied by peers (i.e., in journal publications).

Course Structure / Examination

The objective of the course will be achieved through class meetings and preparations at home. Students will follow the lecture and contribute by presentations and discussions. Student who want to take the course for 6 credits, have to prepare two presentations and have to pass a final exam. The final evaluation will consist of two parts: 50% presentations, 50% exam. Failure in either part cannot be compensated.

Please note: Policies regarding academic integrity must be followed. Any transgressions will be punished. You may discuss your work with other students and professors, but the final product must be your own. You cannot submit work in this class that you have submitted or intend to submit in another class. If issues of academic integrity arise in this class, please talk to the instructor immediately.

Literature

The course is oriented along the following textbook:

- Eisend M, Kuss A, 2019, Research Methodology in Marketing. Theory Development, Empirical Approaches and Philosophy of Science Considerations, Springer.

Further recommended readings are:

- De Vaus D, 2001, Research Design in Social Research, Sage.
- Hunt SD, 2010, Marketing Theory—Foundations, Controversy, Strategy, Resource—Advantage Theory, Sharpe.
- Jaccard J, Jacoby J, 2010, Theory Construction and Model-Building Skills—A Practical Guide for Social Scientists, Guilford.
- Kerlinger FN, Lee HB, 2000, Foundations of Behavioral Research, 4th ed, Wadsworth Publishing.
- Schurz G, 2014, Philosophy of Science. A Unified Approach, Routledge.
- Shadish WR, Cook TD, Campbell DT, 2002, Experimental and Quasi-Experimental Designs for Generalized Causal Inference, Houghton Mifflin.

Contact

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