



Quantitative Methods

(IBA Master)

Winter term 2020/21, first block

Instructors: Martin Eisend, Anna Rößner and Dominika Niewiadomska

Lecture Schedule

(preliminary)

03/11/2020	Introduction, research process, research design and sampling
10/11/2020	---
17/11/2020	Measurement and scaling, data preparation
24/11/2020	Univariate and bivariate techniques, hypothesis testing
01/12/2020	Regression analysis
08/12/2020	Analysis of variance, moderation, mediation
15/12/2020	Factor analysis, cluster analysis

Given the current development of the pandemic situation, the lecture will change to an online video conference format. Invitations to the video conference will be provided on moodle.

Lecture			
Martin Eisend	Tuesday	16 – 19	Audimax
Tutorial			
Anna Rößner	Thursday*	10 – 12	AB 211
Dominika Niewiadomska	Thursday*	14 – 16	AB 308
Anna Rößner	16/12/2020**	09 – 19	online
Exam			
1 st exam (04.01.21 - 08.01.21)	tba	tba	tba
2 nd exam (15.03.21 - 31.03.21)	tba	tba	tba

*Please note that the first tutorial will take place on November 19, 2020.

** IBM offers a free SPSS trial for two weeks: <https://www.ibm.com/de-de/analytics/spss-trials>.
Please make sure to install and test the software before the online tutorial takes place.

Objectives

Participants will get to know the most common quantitative analytical techniques that are used in management and marketing research. They will learn how to perform statistical analysis in SPSS. They will further learn how to evaluate and interpret quantitative analysis procedures and results that are performed by scholars and by research institutions (e.g., market research companies).

Course Structure and Participation Requirements

The primary objective of the course will be achieved through class meetings. Students will follow the lecture and complete several assignments under the supervision of the tutorial instructor.

The lecture will be offered as a classroom lecture and will be recorded. Due to the coronavirus situation, the places for students in the classroom are limited. Once you subscribe on moodle, you need to indicate whether you want to attend the lecture in the classroom (“offline lecture”) or watch the recorded lectures instead (“online lecture”). Please choose the “offline lecture” only if you are sure that you attend the lecture in the classroom regularly. If more students subscribe to the “offline lecture” then places are available, we will randomly select students for the “offline lecture”. Subscription on moodle will be available by mid-October. Also the tutorials will be offered as “offline” and “online” version. We will inform you during the first lecture about the assignment procedure.

Given the current development of the pandemic situation, the lecture will change to an online video conference format. Invitations to the video conference will be provided on moodle. Should the pandemic situation improve over the next weeks, we can still decide to meet at the University at a later point in time, provided you have subscribed to the “offline lecture”.

Videos, Slides, Data, and Literature

The lecture material (videos, slides, and data) will be provided on moodle (<https://moodle.europa-uni.de/>). The videos will be available temporarily, that is, for one week after the day of the lecture. The Power Point slides are available till the end of the semester.

You are not allowed to download the video files of the lectures. You are not allowed to forward or distribute any course material. Any transgressions of proprietary rights will be prosecuted.

Please study the course material carefully. All of your questions will be answered by carefully reading the slides and listening to the lecturer’s comments. All administrative issues will be addressed in this overview or by later announcements on moodle.

If any questions remain unanswered after watching the video and carefully studying the material, please contact the lecturer via email. Questions related to a particular lecture will be answered as long as the respective video of this lecture is available.

During the tutorials, students will work with a data set that deals with the impact of TV viewing on beauty beliefs and beauty-related behavior. Therefore, each participant needs to read the following paper by the first tutorial meeting:

- Eisend M, Möller J, 2007, The Influence of TV Viewing on Consumers’ Body Images and Related Consumption Behavior, *Marketing Letters*, 18, 101-116.

It is strongly recommended to refer to further literature such as:

- Hair JF, Black B, Babin B, Anderson RE, 2018, *Multivariate Data Analysis*, 8th ed, Cengage.
- Malhotra N, 2019, *Marketing Research. An Applied Orientation*, 7th ed, Pearson.

Examination

All students who want to take the course for credits need to take part in a final exam at the end of the semester (see dates above). The final evaluation will be entirely based on the exam.

No alternative examination dates or alternative examination procedures will be offered.

You need to register for the exam within the provided registration period. If you do not register in time, you cannot take the exam.

Please note: Policies regarding academic integrity must be followed. Any transgressions will be punished. If issues of academic integrity arise in this class, please talk to the instructor immediately.

Contact

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