

Quantitative Methods (3268)

(IBA Master)

Summer Term 2026

Tuesday 9 am – 12 pm in GD HS3

Instructor: Dr. Erik Hermann



EUROPA-UNIVERSITÄT
VIADRINA
FRANKFURT (ODER)

Schedule (preliminary)

06/09/2026	Introduction, Research Problem and Approach
06/16/2026	Research Design I
06/23/2026	Research Design II
06/30/2026	Frequency Distribution, Cross-Tabulation, and Hypothesis Testing
07/07/2026	Analysis of Variance
07/14/2026	Correlation and Regression
07/21/2026	Other Analytical Techniques, Research Integrity and Ethics

Objectives: The course provides a thorough introduction to the quantitative marketing research process and the most common quantitative analytical techniques. It emphasizes the link between research questions, study design, and appropriate analytical techniques, preparing students to conduct and evaluate quantitative empirical research. The course has a strong applied and managerial orientation that is relevant to the current marketing and management environment.

After taking this course, students should be able to:

- (1) formulate research problems and hypotheses
- (2) evaluate and design quantitative research studies
- (3) conduct and interpret core quantitative analyses
- (4) recognize issues of research integrity and ethics

Structure: The primary objective of the course will be achieved through class meetings. Students will follow the lecture. Questions related to a particular class (both content and administrative issues) will be answered during that class and during the following class but not thereafter, outside of class meetings, or via email.

Examination: Students who want to take the course for 6 credits have to pass an exam. All exam questions will be true/false questions. The exam will be offered at the end of the second teaching block in July and an alternative exam will be offered in September. No alternative examination procedures and/or additional examinations dates will be offered. You need to register for the exam you intend to take within the provided period for registration. If you do not register in time, you cannot participate in the exam.

Course Material: All lecture material will be provided on [Moodle](#). The lecture will be videotaped. The recorded lecture will be available on Moodle for a period of (approx.) one week. Students are not allowed to download, to forward, or distribute the videotaped lecture. Any transgressions of proprietary rights will be prosecuted. **We do not hold any liabilities for technical problems and cannot guarantee that each session will be videotaped.**

Registration: Please register for the course on [Moodle](#).

Literature: The lecture is based on the following textbook:

Malhotra, N. K. (2020), *Marketing Research: An Applied Orientation*, 7th ed., Global Edition, Harlow: Pearson Education.

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