

## Empirical Social Research

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# Agenda

- Objectives of this lesson
- Presentation of the task
- Group work

# Case study on market research

## New products from market research



### Curriculum Topics

- Market research
- Types of research
- Quantitative and qualitative
- Product development

## Objective of this lesson

- You will prepare a short group presentation about 10 minutes overall.
- Every group will create one powerpoint presentation and upload it to moodle (today's section).
- Every student of each group will upload one clip in which they will present their part.  
Upload your clip to: moodle no later than Thursday, 7 May, 12 o'clock.
- Please answer the *tasks* below in your presentation:
  - *Describe the purpose of market research.*
  - *Explain the difference between primary research and secondary research.*
  - *Analyse why an organisation like Kellogg's would use both qualitative and quantitative data.*
  - *Evaluate why market research can reduce the risks of a new product launch.*

# Grouping

- Grouping according to the teaching assistants Rainbow and Sarah
- A group list is on moodle (today's section)
- The groups will be the same for the graded presentation on Monday, 11 May.

## Procedure

- Individually:
  - a) Read the text of the case study closely. The text is to be found on moodle (today's section).
- In your group:
  - b) Go through the text and clarify passages you don't understand.
  - c) Discuss the tasks in *italics* on slide 3 above. Take notes.
  - d) Determine the content of your presentation, structure your presentation and create presentation slides.
  - e) Split your presentation in equal-sized parts and assign a part to each student for presentation.
- Individually or in your group:
  - g) Produce a clip (e.g. a selfie-video) of your presentation.
  - h) Name your clip as follows:  
«NumberOfClass»\_«NumberOfGroup»\_«NumberOfPresentation»\_«NameOfStudent(s)»  
(«2\_3\_5\_Leemann» means: Class two, group 3, 5th clip of group 3 by a student called Leemann.)  
Upload the clips and the slides to moodle by Thursday, 7 May, noon.  
If you have the technical means and know-how you may also put all the clips together to one single group clip.

We'll meet again in plenary at 4:00 PM

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**Thank you very much for your attention.**

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