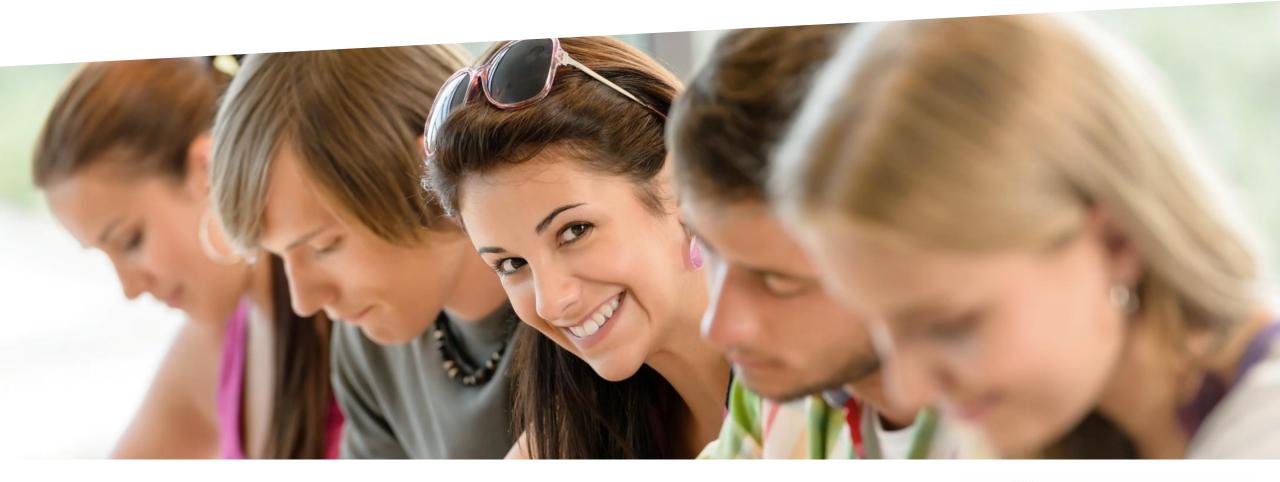


Empirical Social Research

Prof. Dr. Thorsten Merkle / Dr. Ramon Leemann



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 <u>Thursday</u>, 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 goup 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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