

Module	Marketing Decision Systems
Semester	3
Responsible	Kai Heuer, Prof. Dr. rer. pol. www.wi.hs-wismar.de/kai.heuer
Lecturer	Kai Heuer
Language	English
Curriculum	Elective module in the degree programme Master of Business Systems
Type of teaching	Private studies according to study notes including textbooks and internet sources. Workshops, case study, discussion group, application to course project. Support is given via the Stud.IP system including information, references, files, as well as various possibilities for communication are used like email, forum, chat, or wiki.
Workload	A permanent work on the topics along the semester is required. A full-day workshop, online communications. Case study requiring independent and focused attention. Approximately 110 hours self-study required.
Credit points	5
Prerequisites	Expertise in a business related subject as part of undergraduate studies. Workplace experience in business. Understanding of projects and their structure. Management and organisational experience.
Module objectives	Participants gain skills in using information technology for decision situations in marketing. Participants can independently prepare and create market surveys and market analysis as well as perform, evaluate and interpret it. Students are able to foresee the impact of market analysis outcomes on strategic decisions.
Content	Objectives of marketing research, marketing research processes, decision situations, Case studies for creating questionnaires, preparation and running of interviews and enquiries, data analysis, interpretation and representation of results, using software for the steps, connection to databases, data mining, knowledge management.
Examination	Written exam, review of case study, application to course project or oral presentation. Assessment details will be provided during the first semester workshop.
Reading list	Will be provided at the beginning of the course.