



Course syllabus

Faculty Board of Business, Economics and Design
School of Business and Economics

1FE118 Undersöknings- och analysmetoder för inrednings- och butikskommunikatörer, 3 högskolepoäng

Evaluation techniques for the Programme of Interior Decoration and Visual Merchandising, 3 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by the Board of the School of Business and Economics 2009-06-17

Revised 2010-09-13. The course 1PI008 has received a new course code that matches the subject area and therefore a new syllabus has been created.

The course syllabus is valid from spring semester 2011

Prerequisites

General entry requirements and specific entry requirements Mathematics A and Social Science A.

Expected learning outcomes

The students shall
have broad knowledge

- of different evaluation and research techniques for marketers

Be able to apply

- basic evaluation and research techniques for marketers

Understand evaluation techniques from a:

- design perspective
- visual merchandising perspective
- marketing perspective

Content

- Interview techniques
- Questionnaires
- Focus groups
- Observations and behavioral studies
- Economical evaluations
- Goaloriented evaluations

Parts included:

- The planning of a evaluation project including a theoretical argumentation for those choices made.
- The implementation of the planned evaluation.
- To structure, analyze and present the evaluation.

Type of Instruction

Lectures, workshops, seminars

Examination

The course is assessed with the grades Fail (U) or Pass (G).

Seminarpaper, exercises, seminars.

Results are graded using one of the terms Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr: ELNU 2011/160".

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

The course is evaluated after completed examination but before the grades has been distributed. The course evaluation is processed and archived by administrators at the department. The course responsible faculty member gives feedback of the result of the course evaluation to the participants.

Required Reading and Additional Study Material

Required reading

Christensen, L et al. *Marknadsundersökning: en handbok*. Studentlitteratur, Lund, 2001.

Underhill, P. *Why We Buy: The Science of Shopping*. Texere, latest edition.