



Course syllabus

Organisational Committee

Department of Marketing and Tourism Studies

1PI008 Undersöknings- och analysmetoder för inrednings- och butikskommunikatörer, 3 högskolepoäng

1PI008 Evaluation techniques for the Programme of Interior Decoration & 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 2009-06-17

Revised 2022-12-05 by Organisational Committee. Change of department.

The course syllabus is valid from spring semester 2023

Objectives

The students shall

have broad knowledge

- of different evaluation and research techniques

Be able to apply

- basic evaluation and research techniques

Understand evaluation techniques from:

- A design perspective
- A visual merchandising perspective
- A 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).

A retest will be offered a few weeks after the original test for students who have not successfully passed the original test. At least 5 tests will be offered.

The grades are Pass (60%-100%), or Failure (0%-59%).

Students at Linnaeus University are entitled to have the course grade translated into the 7-step ECTS scale. A request to have the grades translated must be made to the teacher at the start of the course.

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.