

## Experimental Marketing Research

**Academic Year 2011/12**

**Number of ECTS Credits: 7.5**

**Elective Module**

### Module Summary

The main objectives of the module are:

- To familiarize students with the key elements of experimental designs.
- To enable students to critically examine experimental settings encountered in research papers.
- To enable students to build experiments for their own research.

The objectives will be achieved when you actively engage with the literature and constructively criticize the articles. This should equip you with the skills to understand any experimental design and give you the potential to develop your own experimental research.

- Introduction to Experimental Designs
- Construct definition and experiment validity
- Different experimental designs
- Statistical Analysis
- Ethics and practical problems in experimentations

Key text: Myers, A. And Hansen, C. (2012), *Experimental Psychology*, 7<sup>th</sup> Edition, Wadsworth, Cengage Learning,