**Module Label**: Development directions in Marketing Research  
**Module Code**: wir829  
**Credit Points**: 6.0 KP  
**Workload**: 180 h  
**Used in course of study**:  
- Master's Programme Business Administration, Economics and Law > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)  
- Master's Programme Business Informatics > Module der Wirtschafts- und Rechtswissenschaften (Master)  
- Master's Programme Sustainability Economics and Management > Additional Modules

**Contact Person**:  
- Module responsibility: Thorsten Raabe  
- Authorized examiners: Die im Modul Lehrenden

**Entry Requirements**: Successful completion of the entrance examination

**Skills to be acquired in this module**: Upon completion of the module, students will be able to:  
- apply specific competences to strategic research in marketing  
- classify research strategies in marketing according to their meta-theoretical considerations  
- estimate research strategies’ claims to knowledge and their limitations  
- formulate interdisciplinary research strategies aligning competences of empirical methods with the application of theory  
- develop own conceptual sketches within teams and to present them

**Module Contents**: How is knowledge generated within the scholarly discipline of marketing? This question confronts the field of marketing with central paradigmatic assumptions. The course begins to solve this puzzle on the basis of a historical analysis of the marketing concept's development. Different scientific standpoints in marketing theory and empirical investigation are evaluated against the light of recent developments in markets and society. The current paradigms of consumption research and marketing research’s basic standing in the philosophy of science are intensely treated. This also entails reflecting on the opportunities that alternative trends, e.g. a humanistic paradigm, hold in store for marketing research. The course is divided into a preparatory seminar and an educational workshop towards the end of the term. The latter unit allows case study and role play as well as the presentation student work and boosts social competences irrespective of subject matter.

**Reader’s Advisory**:  
- Further literature to be announced at the start of the term.

**Links**:  
- www.uni-oldenburg.de/marketing

**Language of Instruction**: German  
**Duration (semesters)**: 1 Semester  
**Module Frequency**: jährlich  
**Module Capacity**: unlimited  
**Reference Text**: The module consists of a preparatory period (approximately 4 sessions on campus) as well as one educational workshop outside of Oldenburg

**Modullevel**: ---  
**Modulart**: je nach Studiengang Pflicht oder Wahlpflicht  
**Vorkenntnisse / Previous knowledge**: ---
<table>
<thead>
<tr>
<th>Examination</th>
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<tbody>
<tr>
<td>Final exam of module</td>
<td>during the term</td>
<td>examination paper and presentation</td>
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<th>Course type</th>
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<td>1.00</td>
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<td>14 h</td>
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<tr>
<td>Seminar</td>
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<td>3.00</td>
<td>WiSe</td>
<td>42 h</td>
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**Total time of attendance for the module**: 56 h