**Quantitative Marketing Research**

Assessment:

The assessment is a LEARNING PORTFOLIO. This is a relatively new type of assessment in which the **students** document their **own responsibility** for their **learning process** and learning outcome.

Theoretical definition from the module handbook: "A Learning Portfolio consists of **several parts** which include **individual as well as team results**. Part of the final performance are the reflective statements in which the teams and every student critically reviews and evaluates the individual and teams' learning process as well as the roles of the different partial assessments.

These partial assessments may be essays, concept papers, individual or team presentations, webpages, weblogs, reflected literature research in form of documented bibliographies, own analyses including the documentation of case studies, applied methods, term papers, exercises, oral/written tests or also other types that can be proposed to the lecturer."

Required parts of the Learning Portfolio in this class are:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Type | Who | due | Weight | Remarks |
| Expectations | Individual | 24 Jan. | - | ~ ¼ page. Individual expectations (based of previous knowledge) for this module (→ upload to AULIS-directory; the filename has to start with family name). |
| Exercises (homework) | Teams | cont. | 10 % | Team homework |
| Exercises (homework) | Individual | cont. | 10 % | Individual participation in the team homework and presentation in class |
| Test | Individual | MidTerm29 Jan. | 40 % | Short test of 30 minutes about the main topics discussed in class. |
| Case study= presentation+ handout | Teams*(10-15 min/student)* | 31 Jan. | 40 % | Each team selects a case study (to be approved by the lecturer) to present in class – the empirical methods have to cover the topics discussed in class. The empirical methods have to include statistical tests and regression analyses. |
| Reflection about the individual learning process | Individual | 10 February | - | ~ 1/2 page. Reflection of the module, its parts and topics as well as the individual learning process (what did I learn?) / social processes within the team and the class as a whole. (AULIS) |

The elements of the reflections will be discussed in class.

The parts with a weight of “-“ will not be marked but have to be delivered in order to receive a mark for the module. All parts of the mark should be passed.