



# Market Research SoSe2021 | Schedule

## As of March 24, 2021

Please note the important additional information on the next slide.



Week	Main Topic	Date	Time	Format	Notes
15	01. Introduction	Tue, April 13, 2021	14h - 16h	Live	
	02. Exploratory Research	Wed, April 14, 2021	12h - 14h	Video	available on Learnweb from Tue, April 13, 2021
	Tutorial I	Thu, April 15, 2021	12h - 14h	Video	available on Learnweb from Tue, April 13, 2021
	Q & A Session	Fri, April 16, 2021	12h - 14h	Live	deadline for questions: 16h on the previous day
16	03. Descriptive Research (1)	Tue, April 20, 2021	14h - 16h	Video	available on Learnweb from Tue, April 20, 2021
	03. Descriptive Research (2)	Wed, April 21, 2021	12h - 14h	Video	available on Learnweb from Tue, April 20, 2021
	Tutorial II	Thu, April 22, 2021	12h - 14h	Video	available on Learnweb from Tue, April 20, 2021
	Q & A Session	Fri, April 23, 2021	12h - 14h	Live	deadline for questions: 16h on the previous day
17	04. Causal Research	Tue, April 27, 2021	14h - 16h	Video	available on Learnweb from Tue, April 27, 2021
	05. Regression Analysis	Wed, April 28, 2021	12h - 14h	Video	available on Learnweb from Tue, April 27, 2021
	Tutorial III	Thu, April 29, 2021	12h - 14h	Video	available on Learnweb from Tue, April 27, 2021
	Q & A Session	Fri, April 30, 2021	12h - 14h	Live	deadline for questions: 16h on the previous day
18	06. Analysis of Variance	Tue, May 4, 2021	14h - 16h	Video	available on Learnweb from Tue, May 4, 2021
	<i>No lecture</i>	Wed, May 5, 2021			no classes due to Symposium Oeconomicum Münster
	Tutorial IV	Thu, May 6, 2021	12h - 14h	Video	available on Learnweb from Tue, May 4, 2021
	Q & A Session	Fri, May 7, 2021	12h - 14h	Live	deadline for questions: 16h on the previous day
19	07. Wrap-up	Tue, May 11, 2021	14h - 16h	Live	
	<i>Back-up Session</i>	Wed, May 12, 2021	12h - 14h	Live	<i>will only take place if announced</i>





Area	Information
<b>Changes</b>	Please note that the schedule on the previous slide might change, although we are trying our utmost to prevent inconveniences. You will always find the latest version of this document on Learnweb. Therefore, please make sure to check Learnweb regularly for updates.
<b>Exam</b>	The exam will take place during the early exam period from May 25 to 29, 2021. As soon as we have more specific information, we will post them on Learnweb.
<b>Session Format</b>	<p>Live: We will have a live session via Zoom during the indicated time. Please check Learnweb for the access information. Live sessions will not be recorded.</p> <p>Video: The session will be provided as a video on Learnweb, starting from the date indicated in the notes. All recorded sessions will be available on Learnweb until after the exam.</p>
<b>Guest Lectures</b>	We will have several exciting guest lectures during this class. Our guests are practitioners and experts in various forms of market research. Instead of scheduling separate sessions for each guest, their contributions will be shorter and edited into the videos of the lectures. While some lecture videos are therefore longer than others, we prefer this solution to the usual scheduling of additional days for guest lecture sessions. We hope that this is more convenient for you.
<b>Learning Style</b>	<p>Everybody has their own preferred learning style, particularly when it comes to how and when to study. We try to accommodate these preferences by offering two different ways how to attend this class:</p> <p>1 Linear TV Style: You can watch the lectures, the tutorials, and the Q &amp; A sessions as scheduled on the previous slide. Basically, if you prefer this style, you get an episode of Market Research every day of the week, except Mondays. Some episodes are live, and some are recorded videos.</p> <p>2 Streaming Style: Each Tuesday, we will upload all videos for the week. If you prefer this style, you can watch the recorded content at your own pace. You may even binge watch a week's videos in one go if you like. Please note, however, that the introduction, the wrap-up, and the Q &amp; A sessions each Friday are live sessions and will not be recorded. You can only watch them live at the scheduled time.</p>