



GfK Verein

Summer School on International Market Research and Innovation

Curriculum and Lecturers

CUFE Business School
July 13th-24th, 2015



International Market Research and Innovation Course in Summer 2015



Key information

- CUFE Business School and GfK Verein are offering the joint International Market Research and Innovation course
- Two-week program from July 13th-25th at CUFE Business School in Beijing
- Distinguished international lecturers from both academia and practice
- Executives from GfK in China will offer guest lectures and case studies
- Students can learn both theoretical concepts and gain practical experience

Topics that will be explored

- Basics of Market Research
- Quantitative & Qualitative Market Research
- Research Design and Project Management
- Statistical and Analytical Methods
- Understanding and Using Point of Sale Data
- Decision Quality and the role of Bias in Market-Facing decisions.
- Social Media in Market Research
- In Search of Meaning: From Data to Insights
- Customers as a Source of Innovation

The University Cooperation program of GfK Verein provides international lecturers from academic and business backgrounds



Prof. Dr. Raimund Wildner
Managing Director
GfK Verein

- Quantitative Methods
- Advanced Analytics
- Future of Market Research



Phyllis Macfarlane
Global Training Director CE
GfK

- Research and Questionnaire Design
- Globalization of Market Research
- Quantitative & Qualitative MR



Peter Goldman
VP, Global Key Accounts – Home
Consumer Choices, GfK

- Retail Point of Sale (POP) Data
- Standard Analytics of POS
- POS Applications



Dr. Fabian Buder
Project Manager, University Cooperation
GfK Verein

- Online Survey Research
- Real-Time Data Analysis
- Practical Research Project



Dr. Andreas Neus
Head of University Cooperation
GfK Verein

- Media & Marketing Transformation
- Social Media in Innovation and Market Research
- Scientific Method & Decision Quality



International Market Research & Innovation course: July 13th to 24th 2015

4 lectures of 45 minutes in the morning + practical tasks in the afternoon

Day	Date	Agenda	Lecturers
Mo	July 13 th	Opening and Overview of the Course Introduction to Market Research	Dean Prof. WANG, PhD, CPA / Vice Dean Prof. GE, PhD / Prof. Dr. Wildner / Dr. Neus
Tue	July 14 th	Quantitative Methods / Data Collection Methodology Statistical Concepts and Data Analysis	Prof. Dr. Raimund Wildner
Wed	July 15 th	What is Retail Point of Sale (POS) Data / Key Facts, Standard Measures and Analytics / Applications of POS DATA	Peter Goldman
Thu	July 16 th	Research Project Lifecycle / Research Design / Questionnaire Design	Phyllis Macfarlane
Fri	July 17 th	Challenging the Brief Professionalism and Standards	Phyllis Macfarlane
Day	Date	Agenda	Lecturers
Mon	July 20 th	Introduction to Online Survey Research Online Research Project: Tool Use and Exercises	Dr. Fabian Buder
Tue	July 21 st	Introduction to Innovation / Media & Marketing Transformation Customers as a Source of Innovation / Decision Quality	Dr. Andreas Neus
Wed	July 22 nd	Real-Time Market Research and Interactive Analysis Review of Tool Use and Exercises	Dr. Fabian Buder
Thu	July 23 rd	EXAM From Research to Insights / Communicating with Executives	Dr. Andreas Neus
Fri	July 24 th	Exam Results and Guest Lectures by GfK China Feedback Session	Vice Dean Prof. Ge, PhD / Dr. Andreas Neus Guest Lectures by GfK China

Note: The morning sessions are at 9:00-12:15 in the morning (incl. 15 min break). The afternoon sessions are from 13:45-15:15 .



Central University of Finance and Economics (CUFE)

Prof. Dr. GE Jianxin

Vice Dean, CUFE Business School
gejianxin@cufe.edu.cn



GfK Verein

Dr. Andreas NEUS

Head of University Cooperation Program
andreas.neus@gfk-verein.org