

The Rhine-Waal University of Applied Sciences in Kleve and Kamp-Lintfort offers an innovative, international environment combined with first-rate teaching in interdisciplinary Bachelor and Master's degree courses, taught mainly in English. It is strong in conducting research in disciplines such as technology, natural sciences and social sciences. More than 7,000 students have already enrolled at the Rhine-Waal University of Applied Sciences.

The University of Applied Sciences has to award for the faculty Life Sciences in the Bachelor-/ Master's degree course Agribusiness, B.A. at the campus in Kleve in the summer semester 2022 the following

Lectureship (freelance teaching position)

within the meaning of Section 43 of the Law regarding the Universities in the State of North Rhine-Westphalia (HG NRW):

Reference number 05/LAFKLS/22

Subject area/Module: „Market Research“

Teaching Contents

Marketing of food and flowers; marketing environment; market research; consumer studies; research process; research design; primary research; secondary research; quantitative research; measurement; sampling; data analysis; reporting

Learning Objectives

On successful completion of this module, students should

- know and explain marketing strategies¹
- be familiar with conditions and constraints of different market research tools¹
- be able to relate their knowledge on marketing strategies and marketing research to business cases²
- be able to apply market research tools³
- be able to document results and findings in a scientifically appropriate form⁴
- be able to design a marketing research study⁵

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

Requirements:

The lecturer shall have a corresponding university degree and have practical experience. Didactic skill and the ability to hold the course with an international group of students in the English language are required (the language level shall be C1 according to the European reference framework).

The Rhine-Waal University of Applied Sciences offers lectures a systematic networking with the university as well as the opportunity of a specific training development to ensure a sustainable skill improvement, a closely link between theory and practice and a support for the personal development of lectures.

It is asked to send in just copies of documents as these cannot be returned.

Please send your application via **e-mail stating the reference number and the module title** addressed to

Contact person:

Title Prof. Dr. Dietrich Darr

Fon: 02821/80673-245

E-mail: Dietrich.darr@hochschule-rhein-waal.de

For questions and further information please contact the mentioned contact person above.