

## 27618 - Introduction to Marketing Research

### Syllabus Information

**Academic Year:** 2020/21

**Subject:** 27618 - Introduction to Marketing Research

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 450 - Degree in Marketing and Market Research

**ECTS:** 6.0

**Year:** 2

**Semester:** Second semester

**Subject Type:** Compulsory

**Module:** ---

### 1.General information

#### 1.1.Aims of the course

#### 1.2.Context and importance of this course in the degree

#### 1.3.Recommendations to take this course

### 2.Learning goals

#### 2.1.Competences

#### 2.2.Learning goals

#### 2.3.Importance of learning goals

### 3.Assessment (1st and 2nd call)

#### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

### 4.Methodology, learning tasks, syllabus and resources

#### 4.1.Methodological overview

The methodology for theory sessions is based on lectures by teachers, which will also require students' participation. During lectures, theoretical concepts will be developed, using examples, practical cases and exercises for their understanding. Additionally, questionnaires on the contents developed during the lecture will be made to evaluate students' learning.

Practical sessions require participation and that students take the leading role in the learning process. Based on the materials and assignments proposed by the teacher, students will apply theoretical and theoretical-practical concepts developed previously.

Tutorials and/or seminars will be used to clarify any question throughout the course.

Individual and group work developed by students will determine the consecution of learning objectives. It is necessary that work is focused on the following activities: reading an amplifying course materials provided, participating in the questionnaires, practical cases resolution, group work, and preparing the continuous and/or global assessment exam.

At the beginning, the teaching methodology is based on face-to-face classes. However, if necessary for health reasons, face-to-face classes could be delivered online.

## 4.2.Learning tasks

**The programme offered to the students to help them achieve the learning results includes the following activities...**

During theory sessions, the main concepts of the course are presented, structured in different units. The teacher will present each unit. Course materials to ease following the classes will be available through Moodle and/or the photocopy service. These materials are a summary of the main concepts which support, not substitute, the concepts seen in class. Thus, it is crucial to attend theory classes to amplify the knowledge with examples, practical cases, exercises, etc. It is expected that theory classes are participatory, creating debates. The units that will be seen in these classes are the ones that appear in the syllabus. Besides, during theory classes, the questionnaires on the contents developed during lectures will take place, which are part of the continuous evaluation assessment.

During practical sessions, students will work on different assignments available through Moodle and/or the photocopy service, such as practical cases, exercises, etc. Besides, students will do some of the team work tasks that are part of the continuous evaluation assessment. Most monitoring of that work will also take place during practical sessions. Thus, it is recommendable that students attend practical sessions, having revised the materials for the session beforehand.

Tutorials are devoted to clarify students' doubts.

## 4.3.Syllabus

### **UNIT 1 - Marketing research process**

Definition of marketing research

The role of marketing research

Applications of marketing research

Marketing research phases

### **UNIT 2: Marketing research with surveys**

Definition and marketing research process with surveys

Questionnaire design

Types of questions

### **UNIT 3: Measurement scales**

Introduction to measurement

Basic scales

Comparative scales

Non-comparative scales

Decisions on scale questions

### **UNIT 4: Types of surveys**

Introduction

Personal interview surveys

Distance interview surveys

Self-administered surveys

Selection of the type of survey

### **UNIT 5: Research report and presentation of research findings**

Report structure

Guidelines for writing a report

Report presentation

### **UNIT 6: Introduction to other techniques of primary data collection**

Introduction

Interviews

Focus groups

Projective techniques

Observation

Omnibus surveys

Panels

Experiments

### **UNIT 7: Ethics in marketing research**

Ethics

The ICC/ESOMAR Code

Current legislation

#### **4.4.Course planning and calendar**

Classes will begin according to the official date indicated by the Faculty. The course is based on theory and practical sessions.

Information concerning the timetable, schedule of theory and practical sessions, and specific dates on activities will be fixed according to the official calendar, providing information to students through Moodle.

Official assessment dates will be published by the Faculty in advance.

#### **4.5.Bibliography and recommended resources**