

27625 - Market Research II

Syllabus Information

Academic year: 2023/24

Subject: 27625 - Market Research II

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 6.0

Year: 3

Semester: Second semester

Subject type: Compulsory

Module:

1. General information

The goal of the subject is to learn the procedures for the design and execution of research aimed at the search and processing of information related to facts, attitudes, opinions, behaviors and activities of economic and social nature that may affect the activity of the company and, in particular, the marketing activity. The aim is to that the student deepens in the development of a quantitative market research.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of United Nations (<https://www.un.org/sustainabledevelopment/es/>). Specifically, the activities foreseen in the subject will contribute to the achievement of Target 12.5 of Objective 12.

2. Learning results

The student, in order to pass this subject, must demonstrate the following results.

- Plan the implementation of a market study.
- Know the phases of the research process based on quantitative techniques.
- Perform a sampling plan
- Design and conduct quantitative research.
- Select and choose appropriate techniques to obtain information.
- Conduct an exhaustive analysis of the information.
- Prepare and present a market research report.
- Be able to communicate orally and/or in writing knowledge, ideas and results of the activities carried out

3. Syllabus

Unit 1: Planning a Market Study

Unit 2: The Sampling Plan and the Collection of Information

Unit 3: Information Analysis

Unit 4: Preparation and Presentation of a Market Research Report

4. Academic activities

- Theoretical classes: where the main concepts will be developed. 15 hours
- Practical classes: in which practical cases, exercises, comments on readings and team work will be presented. 45

hours.

- Seminars and tutorials: these will be used to review any doubts arising from the theoretical and practical classes and to supervise the proposed work and exercises . 4 hours.
- Study and personal work: 83 hours
- Assessment tests. 3 hours

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

5. Assessment system

In the **first call** there are two evaluation systems:

1) Continuous Evaluation: two types of activities will be carried out. To opt for this system it is necessary to perform ALL activities.

Activity 1: written test on theoretical and theoretical-practical contents. 2 points (minimum grade 1 out of 2).

Activity 2: group work for the development of a market research. 8 points (minimum score of 3.2 points out of 8). In order to be evaluated it is essential to deliver ALL parts of the work. Although it is a group activity, part of the assessment is individual according to the work done by each student.

2) Global test: students who do not opt for or do not pass the subject through continuous assessment or who wish to improve their grading, can take the global WRITTEN TEST which will consist of two parts:

Part I: written test on theoretical and theoretical-practical contents. 2 points (minimum grade 1 out of 2). Students who in the continuous evaluation system do not reach the minimum score in Activity 1 (Classroom Test), will have to take this Part I.

Part II: computer-based test on the theoretical-practical and practical contents 8 points (minimum grade 3.2 out of 8).

In the **Second Round** there will only be the possibility of taking a WRITTEN TEST similar to that of the first round call

Assessment Criteria:

In order to pass the subject, the grade obtained must be equal or higher than 5. In the event that any of the parts or both do not obtain the minimum grade established, the final grade for the course will be the lower of the two.

It will be assessed that the student knows, understands and is able to use, in different contexts, the concepts and tools studied in class. In addition, the ability to integrate and synthesize the knowledge acquired will be assessed