



## **PCEO Grado en Derecho / Grado en Administración y Dirección de Empresas**

### **30618 - Introduction to Marketing Research**

**Course 2013 - 2014**

**Curso: 4, Semestre: 1, Créditos: 6.0**

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#### **Basic information**

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##### **Teachers**

- **José Miguel Pina Pérez** jmpina@unizar.es
- **Carmen Fandos Herrera** cfandos@unizar.es
- **Julio Antonio Jiménez Martínez** jjimenez@unizar.es

##### **Recommendations to attend this course**

##### **Course Schedule and Deadlines**

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#### **Home**

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#### **Learning outcomes that define this course**

The student, in order to pass the course, will have to show her/his competence in the following skills:

##### **Introduction**

**Brief presentation of the course**

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##### **Competences**

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##### **General aims of the course**

**The expected results of the course respond to the following general aims**

**Context/Importance of the course for the master degree**

**After completing the course, the student will be competent in the following skills:**

**Relevance of the skills acquired in the course**

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## **Evaluation**

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### **Assessment tasks**

**The student will prove that he/she has achieved the expected learning results by means of the following assessment tasks:**

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### **Activities and resources**

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### **Course methodology**

**The learning process that has been designed for this course is based on the following activities:**

### **Outline of the Programme**

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

### **Course planning**

**Calendar of actual sessions and presentation of works**

### **Bibliographic references of the recommended readings**

- Kinneer, Thomas C.. Investigación de mercados : un enfoque aplicado / Thomas C. Kinneer, James R. Taylor ; traducción Gloria E. Rosas Lopetegui ; revisión técnica José Nicolás Jany Castro . - 5a. ed. Santafé de Bogotá[etc.] : McGraw-Hill, cop. 1998
- Malhotra, Naresh K.. Investigación de mercados / Naresh K. Malhotra; traducción María Elena Ortiz Salinas; revisión técnica Marcela Benassini...[et al.] . - 5ª ed. México, [etc] : Pearson Educación, 2008
- Manual de investigación comercial / [coordinador] Enrique Ortega Martínez ; [autores, Jesús Álvarez Encina... (et al.)] Madrid : Pirámide, 1998
- Trespalacios Gutiérrez, Juan Antonio. Investigación de mercados : Métodos de recogida y análisis de la información para la toma de decisiones en marketing/ Juan A. Trespalacios Gutiérrez, Rodolfo Vázquez Casielles, Laurentino Bello Acebrón . - 1ª ed. Madrid : Thomson, 2005
- Weiers, Ronald M.. Investigación de mercados / Ronald M. Weiers ; traducción , Rosa María Rosas Sánchez, revisión técnica Marcela Benassini Félix . - Reimp. México [etc.] : Prentice-Hall-Hspanoamericana, 1986