

## 29123 - Market Research

### Información del Plan Docente

|                 |  |
|-----------------|--|
| Academic Year   | 2016/17                                |
| Academic center | 177 - Escuela Universitaria de Turismo |
| Degree          | 445 - Degree in Tourism                |
| ECTS            | 6.0                                    |
| Course          | 3                                      |
| Period          | Half-yearly                            |
| Subject Type    | Compulsory                             |
| Module          | ---                                    |

### 1. Basic info

#### 1.1. Recommendations to take this course

#### 1.2. Activities and key dates for the course

### 2. Initiation

#### 2.1. Learning outcomes that define the subject

#### 2.2. Introduction

### 3. Context and competences

#### 3.1. Goals

#### 3.2. Context and meaning of the subject in the degree

#### 3.3. Competences

#### 3.4. Importance of learning outcomes

### 4. Evaluation

### 5. Activities and resources

#### 5.1. General methodological presentation

Learning activities will be based on theoretical and practical approaches. The students will have the opportunity to practice the practical contents in a team work project. Moreover, tutorials will be available for every student (4 hours per week).

#### 5.2. Learning activities

In order to achieve the objectives in this course, the following activities will take place:

## 29123 - Market Research

- Practical exercises at the end of each lesson
- Professional experts in market research will present their experiences in class
- Team work about practical market research
- Tutorials

### 5.3.Program

Unit 1. Introduction to market research

Unit 2. Market research process

Unit 3: Market analysis, market segmentation and position

Unit 4. Market research tools

Unit 5. Quantitative market research

Unit 6. Practical applications to market research

### 5.4.Planning and scheduling

This course will take place along the first semester (Septembre- February)

### 5.5.Bibliography and recommended resources

Bibliography: <http://psfunizar7.unizar.es/br13/egAsignaturas.php?codigo=29123&Identificador=14812>