

27518 - Introduction to Marketing Research

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	449 - Degree in Finance and Accounting
ECTS	6.0
Course	2
Period	Second semester
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

The learning process designed for this course is based on a combination of theoretical lectures, teamwork, problem-solving activities and case studies, as well as the discussion of texts, readings, situations and information needs.

5.2. Learning activities

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

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• Theoretical lectures: introduce the theoretical concepts together with real examples which facilitate the comprehension and application of these concepts.

• Problem solving, elaboration and presentation of projects, discussion of current and emerging topics, essays, etc. All these activities will be carried out both inside and outside the classroom, individually or in groups.

• Tutorials and/or seminars: the professors will supervise the projects carried out by the students, clarify their doubts about the theoretical and/or practical contents of the subject, and propose specific tasks in which the theoretical concepts will be put into practice.

• Independent work: this includes the study of the theoretical and practical contents, the resolution of practical exercises, the development of individual and/or in-group activities, the search for and analysis of information, among others.

• Evaluation activities.

5.3.Program

UNIT 1 - Marketing research process

1.1.- The role of marketing research.

1.2.- What is marketing research?

1.3.- Applications of marketing research.

1.4.- Types of marketing research.

1.5.- The marketing research process.

1.6.- Marketing research organization and planning.

UNIT 2 - Design of marketing research

2.1- Introduction

2.2.- Exploratory research

2.3.- Descriptive research

2.4.- Causal research

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2.5.- Relationships between the types of marketing research.

UNIT 3 - Research data

3.1.- Introduction

3.2.- Secondary data.

3.3.- Primary data.

3.4.- Advantages and disadvantages of the different data.

UNIT 4 - Questionnaire design

4.1.- Definition and marketing research process with surveys.

4.2.- The questionnaire.

4.3.- Structure, length and question order.

4.4.- Question wording.

4.5.- Types of questions.

4.6.- Pre-test.

UNIT 5 - Types of survey

5.1- Introduction

5.2.- Personal interview surveys.

5.3.- Telephone surveys.

5.4.- Self-administered surveys.

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5.5.- Selection of the type of survey.

5.6.- Error sources.

UNIT 6 - Continuous research

6.1- Basic concepts and classification.

6.2.- Omnibus.

6.3.- Consumer panels.

6.4.- Audience panels.

6.5.- Retailer panels.

UNIT 7 - Qualitative research

7.1- Concept, characteristics and uses.

7.2.- In-depth interviews.

7.3.- Focus group.

7.4.- Projective techniques.

UNIT 8 - Other techniques

8.1- Observation research: basic concepts.

8.2.- Typology.

8.3.- Applications of the observation research.

8.4.- Experimentation.

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UNIT 9 - Research report and presentation of research findings

9.1- Introduction

9.2.- Research report format.

9.3.- Guidelines for writing a report.

9.4.- Oral presentation.

UNIT 10 - Ethics in marketing research

10.1.- Ethics in marketing research.

10.2.- The ESOMAR Code.

10.3.- Current legislation.

5.4.Planning and scheduling

The timetable of the lectures and practical classes will be announced at the beginning of the academic year in the programme.

5.5.Bibliography and recommended resources

Updated bibliography is available through the website of the library: <http://psfunizar7.unizar.es/br13/eBuscar.php?tipo=a>