

27620 - Market Research I

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	6.0
Course	3
Period	First 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

This subject is based on five pillars: the theory sessions, practical classes, seminars, tutorship and personal work.

During the lectures, the teacher will explain the main concepts about marketing research and the process of different research methodologies. The degree of comprehension of main concepts will be checked through "one minute papers".

In practice classes students will work on case studies, exercises, readings and teamwork. These activities will help to understand the market research's process.

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Seminars and tutorships will be useful to review those doubts arising from the theory and practice classes and also to prepare the cases and proposed exercises. Moreover teachers will supervise the group work.

Finally, students will need personal work for solving exercises and case studies, developing their research proposals as well as preparing the exam.

5.2.Learning activities

The proposed program will help students to achieve the expected results and includes the following activities ...

Evaluable activities:

- "One minute paper".

- Teamwork.

Other activities not subject to evaluation:

- Practical cases.

- Exercises.

- Readings

5.3.Program

Unit 1: Marketing Research

1.- The role of marketing research

2.- Classification of marketing research

3.- How to choose a design

Unit 2: Qualitative Research I: In-Depth interviews

1.- Definition, characteristics and applications

2.- Elements within in-depth interviews

3.- The in-depth interview process

4.- Information analysis

5.- Advantages and disadvantages

Unit 3: Qualitative Research I: Focus Group

1.- Definition, characteristics and applications

2.- Elements within focus Group

3.- The focus group process

4.- Information analysis

5.- Advantages and disadvantages

Unit 4: Qualitative Research III: Projective techniques

1.- Definition, characteristics and applications

2.- Typology of projective techniques

3.- Advantages and disadvantages

Unit 5: Observation Research

1 - Definition, characteristics and applications

2.- Typology of observation research

3.- The observation research process

4.- Mystery Shopper

5.- Advantages and disadvantages

Tema 6: Experimentation

1.- Definition, characteristics and applications

2.- Validity

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3.- The experimentation research process

4.- Typology of experimentation research

5.- Test market

6.- Advantages and disadvantages

Tema 7: Syndicated Sources of Data

1.- Introduction

2.- Periodical surveys

3.- Omnibus

4.- Consumer panels

5.-Retailer panels

5.4.Planning and scheduling

5.5.Bibliography and recommended resources