

27625 - Market Research II

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	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 subject is based into five areas : the theory sessions, practical classes, seminars, tutorials and independent work.

In the **theory sessions** the main concepts that will know and understand the processes of market research and the relevance of the search for information from various sources will be developed. Through the "*one minute paper*" the degree of understanding of the main concepts which will allow influence those who have not been assimilated accurately be checked.

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Through **practical classes** case studies, exercises, theoretical lectures and group work that help you understand how to develop a market research and evaluation studies conducted by companies and institutions.

The **tutorials and /or seminars** will serve to clarify their doubts about the theoretical and/or practical contents of the subject and prepare cases and proposed exercises and specific task. Then, the professors will supervise the group work carried out by the students

Finally, the **independent work** that must serve for solving exercises and case studies, research and analysis of information as well as carrying out work and exam preparation.

5.2.Learning activities

The syllabus that the student is offered to help you achieve the expected results, and shown at the end of this section, includes the following activities ...

Evaluating activities:

- "One minute paper" .
- Group work.

Non evaluating activities:

- Practical cases.
- Exercises.
- Comments readings.

5.3.Program

UNIT 1: PLANNING A MARKET RESEARCH

1. PHASES OF SURVEY MARKET RESEARCH.
2. SECONDARY SOURCES OF MARKETING DATA
3. ETHICS IN MARKETING RESEARCH

UNIT 2: SAMPLE PLAN AND OBTAINING INFORMATION

1. INTRODUCTION AND BASIC CONCEPTS
2. SAMPLING PROCESS
3. TYPES OF SAMPLING
4. DETERMINATION OF SAMPLE SIZE
5. SELECTION OF SAMPLING UNITS
6. TIPS FOR DATA COLLECTION

UNIT 3: ANALYSIS OF INFORMATION

1. FIELD WORK: PROCESS CONTROL
2. DATA PREPARATION: EDITING, CODING, TABULATION AND DEPURATION
3. SPSS: INTRODUCTION AND USEFUL TOOLS
4. STATISTICAL TECHNIQUES OF DATA ANALYSIS: CLASSIFICATION

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- 5. EXPLORATORY DATA ANALYSIS (EDA)
- 6. UNIVARIATE STATISTICAL TECHNIQUES
- 7. BIVARIATE STATISTICAL TECHNIQUES
- 8. MULTIVARIATE STATISTICAL TECHNIQUES

UNIT 4: PRESENTING THE RESULTS OF A MARKET RESEARCH: REPORT PREPARATION AND PRESENTATION

- 1. INTRODUCTION
- 2. STRUCTURE OF THE REPORT
- 3. RECOMMENDATIONS FOR REPORT PREPARATION
- 4. ORAL PRESENTATION

5.4.Planning and scheduling

5.5.Bibliography and recommended resources