

## 27518 - Introduction to Marketing Research

### Syllabus Information

**Academic Year:** 2019/20

**Subject:** 27518 - Introduction to Marketing Research

**Faculty / School:** 109 -

**Degree:** 449 - Degree in Finance and Accounting

**ECTS:** 6.0

**Year:** 2

**Semester:** Second semester

**Subject Type:** Compulsory

**Module:** ---

### 1.General information

#### 1.1.Aims of the course

#### 1.2.Context and importance of this course in the degree

#### 1.3.Recommendations to take this course

### 2.Learning goals

#### 2.1.Competences

#### 2.2.Learning goals

#### 2.3.Importance of learning goals

### 3.Assessment (1st and 2nd call)

#### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

### 4.Methodology, learning tasks, syllabus and resources

#### 4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, study and assessment tasks.

Students are expected to participate actively in class throughout the semester.

Further information regarding the course will be provided on the first day of class.

#### 4.2.Learning tasks

The course includes the following learning tasks:

- Lectures. Introduce the theoretical concepts together with real examples which facilitate the comprehension and application of these concepts.
- Practice sessions. Case studies, 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.

- Autonomous 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.
- Assessment activities.

### 4.3.Syllabus

The course will address the following topics:

- 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
  - 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.
  - 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.
- 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.

#### **4.4.Course planning and calendar**

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

#### **4.5.Bibliography and recommended resources**