

27620 - Market Research I

Syllabus Information

Academic Year: 2019/20

Subject: 27620 - Market Research I

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 6.0

Year: 3

Semester: First 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, seminars, tutorials and autonomous work and study:

- 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 sessions, students will work on case studies, exercises, readings and teamwork. These activities will help to understand the market research process.
- Seminars and tutorials 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.
- Autonomous work will consist on solving exercises and case studies, developing their research proposals as well as preparing the exam.

4.2.Learning tasks

The course includes the following learning tasks:

- Assessment tasks:

- "One minute paper"
- Teamwork
- Exercises
- Case studies
- Non assessment tasks:
 - Practical cases
 - Exercises
 - Readings

4.3.Syllabus

The course will address the following topics:

- Topic 1: Marketing Research
 - 1. The role of marketing research
 - 2. Classification of marketing research
 - 3. How to choose a design
- Topic 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
- Topic 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
- Topic 4: Qualitative Research III: Projective techniques
 - 1. Definition, characteristics and applications
 - 2. Typology of projective techniques
 - 3. Advantages and disadvantages
- Topic 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
- Topic 6: Experimentation
 - 1. Definition, characteristics and applications
 - 2. Validity
 - 3. The experimentation research process
 - 4. Typology of experimentation research
 - 5. Test market
 - 6. Advantages and disadvantages
- Topic 7: Syndicated Sources of Data
 - 1. Introduction
 - 2. Periodical surveys
 - 3. Omnibus
 - 4. Consumer panels
 - 5. Retailer panels

4.4.Course planning and calendar

The classes of the course will begin the first week of the second semester of the academic year.

Further information concerning the timetable, classroom, assessment dates and other details regarding this course will be provided on the first day of class or the ADD/Moodle platform.

4.5. Bibliography and recommended resources