

## 27625 - Market Research II

### Syllabus Information

**Academic Year:** 2019/20

**Subject:** 27625 - Market Research II

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 450 - Degree in Marketing and Market Research

**ECTS:** 6.0

**Year:** 3

**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 seminars.

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. Explanation of the main concepts of market research and the relevance of the search for information from different sources. Through the "one minute paper", the degree of understanding of the main concepts will be checked.
- Practice sessions. Students will do case studies, exercises, and teamwork that will help them understand how companies and institutions conduct a market research and evaluation studies.
- Tutorials and /or seminars. They will serve to clarify students' doubts about the theoretical and/or practical contents of the course, and to prepare cases, proposed exercises and specific tasks. Then, the professors will supervise the teamwork carried out by the students.
- Autonomous work. It consists on solving exercises and case studies, research and analysis of information as well

as carrying out work and exam preparation.

- Assessment tasks. "One minute paper" and teamwork. Non assessment tasks: Practical cases, Exercises, Commentary of readings.

### **4.3.Syllabus**

The course will address the following topics:

#### **TOPIC 1: PLANNING A MARKET RESEARCH**

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

#### **TOPIC 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 TOPICS
6. TIPS FOR DATA COLLECTION

#### **TOPIC 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
5. EXPLORATORY DATA ANALYSIS (EDA) IN MARKET RESEARCH
6. UNIVARIATE STATISTICAL TECHNIQUES IN MARKET RESEARCH
7. BIVARIATE STATISTICAL TECHNIQUES IN MARKET RESEARCH
8. MULTIVARIATE STATISTICAL TECHNIQUES IN MARKET RESEARCH

#### **TOPIC 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

### **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 ADD/Moodle platform.

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