

27518 - Introduction to Marketing Research

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	449 - Degree in Finance and Accounting
ECTS	6.0
Year	2
Semester	Second semester
Subject Type	Compulsory
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

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

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The learning process designed for this course is based on a combination of theoretical lectures, teamwork, problem-solving activities and case studies, as well as the discussion of texts, readings, situations and information needs.

5.2.Learning tasks

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The programme offered to the students to help them achieve the learning results includes the following activities...

­ Theoretical lectures: introduce the theoretical concepts together with real examples which facilitate the comprehension and application of these concepts.

­ Problem solving, 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.

­ Independent 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.

­ Evaluation activities.

5.3.Syllabus

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

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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.

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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.

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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.

5.4.Course planning and calendar

The timetable of the lectures and practical classes will be announced at the beginning of the academic year in the programme.

5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [BB] García Ferrer, Gemma.. Investigación comercial / Gemma García Ferrer . 3a. ed. Madrid : ESIC; Universidad Rey Juan Carlos, 2012
- [BB] Introducción a la investigación de mercados / M^aJesús Merino Sanz, Teresa Pintado, ... Madrid : ESIC, 2010
- [BB] Malhotra, Naresh K. : Investigación de mercados : conceptos esenciales / Naresh Malhotra; traducción, Leticia Esther Pineda Ayala. - 1^a ed. México D.F. : Pearson Educación de México, 2016
- [BB] Trespalacios Gutiérrez, Juan Antonio. Investigación de mercados : Métodos de recogida y análisis de la información para la toma de decisiones en marketing/ Juan A. Trespalacios Gutiérrez, Rodolfo Vázquez Casielles, Laurentino Bello Acebrón . - 1^a ed. Madrid : Thomson, 2005
- [BC] Grande Esteban, Ildefonso. Fundamentos y técnicas de investigación comercial / Ildefonso Grande Esteban, Elena Abascal Fernández . - 12^a ed. rev. y act. Madrid : ESIC, 2014