

27620 - Market Research I

Información del Plan Docente

Academic Year	2017/18
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.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

This subject is based on five pillars: the theory sessions, practical classes, seminars, tutorship and personal work.

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".

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In practice classes students will work on case studies, exercises, readings and teamwork. These activities will help to understand the market research's process.

Seminars and tutorships 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.

Finally, students will need personal work for solving exercises and case studies, developing their research proposals as well as preparing the exam.

5.2.Learning tasks

The proposed program will help students to achieve the expected results and includes the following activities ...

Evaluable activities:

- "One minute paper".
- Teamwork.

Other activities not subject to evaluation:

- Practical cases.
- Exercises.
- Readings

5.3.Syllabus

Unit 1: Marketing Research

- 1.- The role of marketing research
- 2.- Classification of marketing research
- 3.- How to choose a design

Unit 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

Unit 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

Unit 4: Qualitative Research III: Projective techniques

1.- Definition, characteristics and applications

2.- Typology of projective techniques

3.- Advantages and disadvantages

Unit 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

Tema 6: Experimentation

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1.- Definition, characteristics and applications

2.- Validity

3.- The experimentation research process

4.- Typology of experimentation research

5.- Test market

6.- Advantages and disadvantages

Tema 7: Syndicated Sources of Data

1.- Introduction

2.- Periodical surveys

3.- Omnibus

4.- Consumer panels

5.-Retailer panels

5.4.Course planning and calendar

5.5.Bibliography and recommended resources