

Información del Plan Docente

Academic Year	2017/18
Faculty / School	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	6.0
Year	3
Semester	Half-yearly
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**

Learning activities will be based on theoretical and practical approaches. The students will have the opportunity to practice the practical contents in a team work project. Moreover, tutorials will be available for every student (4 hours per week).

5.2.Learning tasks

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In order to achieve the objectives in this course, the following activities will take place:

- Practical exercises at the end of each lesson
- Professional experts in market research will present their experiences in class
- Team work about practical market research
- Tutorials

5.3.Syllabus

Unit 1. Introduction to market research

Unit 2. Market research process

Unit 3: Market analysis, market segmentation and position

Unit 4. Market research tools

Unit 5. Quantitative market research

Unit 6. Practical applications to market research

5.4.Course planning and calendar

This course will take place along the first semester (Septiembre- February)

5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

BB

Báez y Pérez de Tudela, Juan.
Investigación cualitativa / Juan Báez y
Pérez de Tudela Madrid : Esic, D.L. 2007

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- BB** Investigación de mercados / Salvador Miquel... [et. al] . Madrid [etc.] : McGraw-Hill, cop. 1997
- BB** López Bonilla, J.M. y López Bonilla, L.. Investigación de mercados turísticos. Madrid: McGraw Hill, 2012
- BB** Trespalacios Gutiérrez, Juan Antonio, Vázquez Casielles, Rodolfo, Bello Acebrón, Laurentino . Investigación de mercados : Métodos de recogida y análisis de la información para la toma de decisiones en marketing. 1ª ed. Madrid : Thomson, 2005
- BB** Zikmund, William G,. Fundamentos de investigación de mercados . 2a. ed. Madrid : Thomson, 2003
- BC** Bearden, William O.. Handbook of marketing scales : multi-item measures for marketing and consumer behavior research / William O. Bearden, Richard G. Netemeyer . - 2nd ed. Thousand Oaks [California] : Sage, cop. 1999
- BC** La investigación en marketing / coordinan, Josefina Martínez Gastey ... [et al.] Barcelona : AEDEMO, [2000]
- BC** Miguel, S....[et.al]. Investigación de mercados . Madrid: Thomson, 1997