



Year : 2018/19

29123 - Market Research

Syllabus Information

Academic Year:	2018/19
Subject:	29123 - Market Research
Faculty / School:	177 -
Degree:	445 - Degree in Tourism
ECTS:	6.0
Year:	3
Semester:	Half-yearly
Subject Type:	Compulsory
Module:	---

General information

Aims of the course

Context and importance of this course in the degree

Recommendations to take this course

Learning goals

Competences

Learning goals

Importance of learning goals

Assessment (1st and 2nd call)

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

Methodology, learning tasks, syllabus and resources

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).

Learning tasks

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

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

Course planning and calendar

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

Bibliography and recommended resources