

## 27318 - Introduction to Marketing Research

### Syllabus Information

**Academic Year:** 2019/20

**Subject:** 27318 - Introduction to Marketing Research

**Faculty / School:** 109 -

228 -

301 -

**Degree:** 454 - Degree in Business Administration and Management

448 - Degree in Business Administration and Management

458 - Degree in Business Administration and Management

**ECTS:** 6.0

**Year:** 448 - Degree in Business Administration and Management: 2

458 - Degree in Business Administration and Management: 2

454 - Degree in Business Administration and Management: 2

**Semester:** Second semester

**Subject Type:** Compulsory

**Module:** ---

## 1.General information

### 1.1.Aims of the course

The aim of this subject is to learn about the design and implementation procedures in marketing research that deal with the search for and treatment of information about facts, attitudes, opinions, behaviours, and social and economic activities, which can affect the performance of the organisation, especially in the marketing context. In sum, the aim is to introduce the student to the activities that configure the information-research system in the marketing area.

### 1.2.Context and importance of this course in the degree

?Introduction to Marketing research? is a mandatory subject of 6 ECTS credits that is taught in the second year of the degree. The aim of this subject is to provide the students with the fundamental concepts and knowledge about the different market research techniques which can be applied to any functional area of the organisation and to the marketing area in particular. The student will acquire among others, the ability to detect and satisfy informational needs in any activity of the organisation. Moreover, this subject, together with ?Introduction to Marketing?, lay the foundations required for the subsequent subjects in the marketing area, as well as other related areas such as Management.

### 1.3.Recommendations to take this course

It is advisable for the student to have passed the subjects Introduction to Marketing (1st year of ADEi) and have studied the subjects Statistics I and Statistics II. Students are strongly recommended to attend the lectures, to carry out the continuous work and to study on a regular basis.

## 2.Learning goals

### 2.1.Competences

#### Specific competences:

- Issuing consulting reports about specific market situations, industries, organisations, companies and their functional areas.
- Comprehending and applying professional criteria with scientific rigour to the solving of economic, business and organisational issues.
- Knowing the operations of all the functional areas of any company or organisation and having the skills to perform any task within these areas.

#### Transversal competences:

- Ability to analyse and search for information from diverse sources.
- Problem-solving capability.
- Ability to analyse and synthesise.

## 2.2.Learning goals

Understand the concept of market research and its scope, functions and importance to organisations.

Apply the market research process and its different phases.

Identify the different information sources and be able to choose the most appropriate according to the research context and goals.

Carry out, individually or in groups, activities and projects related to market research. The students are required to implement a correct planning of these activities and projects in order to attain their goals and to optimise time resources.

Communicate, both orally and in writing, knowledge, ideas and outcomes of the activities and projects carried out.

## 2.3.Importance of learning goals

These days, both profit and non-profit organisations need to be oriented towards their customers and to be aware of their needs and desires in order to succeed in the market. Market research provides the appropriate tools for obtaining valuable information for decision making in this field.

## 3.Assessment (1st and 2nd call)

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

The assessment of the subject will consist of two parts, whether in the first sitting (June) or in the second sitting (September). The students must show that they have achieved the expected learning results through the following evaluation activities:

**1st part (up to 6 points):** mandatory final exam. A minimum of 2 points out of 6 will be required in order to pass the subject.

**2nd part (up to 4 points):** the student must choose one of the two following systems:

a) Projects and learning tests. There will be up to 5 learning tests (0.1 points each) dealing with specific questions about the topic that has been addressed in the lecture. The 4 remaining points can be obtained through projects that will consist on the development of a marketing research study. These projects will be assessed through several practical exercises about the topics covered. They will be carried out in teams, partially during the practice sessions, and they could later be presented and defended in the classroom, if requested by teachers. Students must attend every oral presentations and corresponding meetings with the teachers. A minimum of 3 points out of 10 will be required in each of the exercises in order to pass the course through this system. Teachers will assess both the exercises and, if this is the case, their presentation and public defense in the classroom. Comments from other students that have not orally presented the project will be also taken into account as well as participation in the debates, above all if the student assume the role of a firm that asked for the research. In this case it will be also evaluated the connection of the research carried out with what the firm had demanded. Should a student not reach the minimum required in these projects, he/she will not be allowed to continue with this evaluation system.

b) Additional questions in the final exam (up to 4 points).

The sum of the two parts should be at least 5 in order to pass the subject.

The students must choose one of the two systems. Should a student take the additional questions in the final exam (system b), it will be considered that s/he is renouncing system a), regardless of the system in which the student has achieved the highest mark. Nevertheless, the student is allowed to change back to system a) in the next sitting (if needed).

The final exams (in both sittings and both parts) will include theoretical questions assessing the students' knowledge of the basic concepts and practical questions assessing the students' ability to put the theoretical concepts into practice. The exams may contain open and test-type questions and will require the students to have knowledge of the contents of the subject and its competences.

#### Assesment criteria

The students' knowledge, understanding, and abilities to use the concepts and tools in different contexts, will be evaluated. Moreover, the students' ability to integrate and summarise the acquired knowledge will be taken into account.

Regarding the projects, the professors will consider the troubleshooting of the cases proposed, as well as the public presentations delivered in the practical sessions. The students' ability to reason during their presentations and their participation in the virtual forums (for example, ADD) will also be taken into consideration.

## 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, tutorials and seminars.

### 4.2.Learning tasks

This course is organized as follows:

- **Lectures.** In which theoretical concepts will be presented together with real examples which facilitate the

comprehension and application of these concepts. These lectures will deal with the contents of the subject's syllabus.

- **Practice sessions.** Problem solving and presentation of real problems and cases, elaboration and presentation of assignments. All these activities will be carried out both inside and outside the classroom, individually or in groups.
- **Tutorials and seminars.** Teachers will supervise the assignments carried out by the students, clarify their doubts about the theoretical and/or practical contents of the course, and propose specific tasks in which the theoretical concepts will be put into practice.
- **Autonomous work and study.** This includes the study of the theoretical and practical contents, the resolution of practical exercises, the development of individual and/or group activities, the search for and analysis of information, among others.
- **Assessment tasks.**

### 4.3.Syllabus

This course will address the following topics:

- **Topic 1 - Marketing Research Process**
  - 1.1. The role of marketing research.
  - 1.2. Uses and applications of marketing research.
  - 1.3. The marketing research process.
  - 1.4. Marketing research organization and planning.
- **Topic 2 - Design of Marketing Research**
  - 2.1. Classification of marketing research.
  - 2.2. Typology of marketing research designs (exploratory, descriptive and causal).
  - 2.3. How to choose a design.
- **Topic 3 - Information Sources**
  - 3.1. Information sources.
  - 3.2. Secondary data.
  - 3.3. Primary sources.
  - 3.4. Advantages and disadvantages of the different sources.
- **Topic 4 - Qualitative Research**
  - 4.1. Definition and characteristics.
  - 4.2. In-depth interviews
  - 4.3. Focus group
  - 4.4. Projective techniques
- **Topic 5 - Observation Research**
  - 5.1. Definition and characteristics.
  - 5.2. Advantages and disadvantages.
  - 5.3. Typology and designs.
- **Topic 6 - Information Measurement**
  - 6.1. The concept of measurement.
  - 6.2. Scales.
  - 6.3. Subjective variables.
  - 6.4. Measurement of subjective variables.
- **Topic 7 - Communication I: Survey**
  - 7.1. Survey and communications techniques.
  - 7.2. Survey typology.
  - 7.3. Sampling.
  - 7.3. Error sources.
  - 7.4. Questionnaire design.
- **Topic 8 - Communication II: Syndicated Sources of Data**
  - 8.1. Omnibus.
  - 8.2. Consumer panels.
  - 8.3. Retailer panels.
  - 8.4. Audience panels.
- **Topic 9 - Experimentation**
  - 9.1. Definition and symbology.

- 9.2. Validity.
- 9.3. Experiments typology.
- 9.4. Test market.
- 9.5. Advanced designs.
- **Topic 10 - Ethics in Marketing Research**
  - 10.1. Ethics in marketing research.
  - 10.2. The ESOMAR Code.
  - 10.3. Current legislation.

#### **4.4.Course planning and calendar**

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Moodle website (<https://moddle2.unizar.es>); Academic calendar website (<https://academico.unizar.es/calendario-academico/calendario>); or the website of your corresponding faculty ( Zaragoza: <https://econz.unizar.es/>, Huesca: <http://fegp.unizar.es/>, Teruel: <http://fcsb.unizar.es/>).

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