

## 27318 - Introduction to Marketing Research

### Syllabus Information

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**Academic Year:** 2020/21

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

**Faculty / School:** 109 - Facultad de Economía y Empresa

228 - Facultad de Empresa y Gestión Pública

301 - Facultad de Ciencias Sociales y Humanas

**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:** 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.

These aims agree with the Sustainable Development Goals (SDG) and targets of the 2030 Agenda contributing to their attainment, specifically, with the following goals and targets:

**Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.**

Target 8.2. Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors.

Target 8.4. Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead.

**Goal 13. Take urgent action to combat climate change and its impacts**

Target 13.3. Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

**Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels**

Target 16.6. Develop effective, accountable and transparent institutions at all levels.

Target 16.7. Ensure responsive, inclusive, participatory and representative decision-making at all levels.

### 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 4 points):** mandatory final exam (online or offline). A minimum of 1 point out of 4 will be required in order to pass the subject.

**2nd part (up to 6 points):** the student must choose one of the two following systems:

1. Projects and learning activities.

a.1) Group projects (4 points): These projects will consist of four to five practical exercises about the topics covered during the course. They will be carried out in teams, partially during the practice sessions, and they could later be presented and defended. Students must attend every oral presentation and corresponding meeting with the teachers. Teachers will assess both the exercises and, if this is the case, their presentation and public defense. Comments from other students that have not orally presented the project will be also considered as well as participation in the debates.

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.

a.2) Individual assessment activities (2 points): They will consist of some questions proposed in theoretical lectures and some questions carried out during the public defense of the exercises mentioned in section a.1 that will be useful to assess the individual contribution of each team member.

A minimum of 0.5 points out of 2 will be required in these tests to pass the course through this system.

b) Additional questions in the final exam (6 points). The students that do not reach the minimum mark required in the first part of the exam will not be allowed to continue with this second part. Students must obtain a minimum of 1.7 points in this part of the exam to pass the course through this system.

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.

Assessment 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 considered.

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.

It is expected that the evaluation activities will be carried out in a classroom setting, but they will be conducted online or half online and offline if required by the sanitary circumstances. For an online evaluation, it is important to highlight that the students may be recorded at any of the activities, being they able to exert their rights through the procedure shown at:

[https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia\\_reducida.pdf](https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf)

Software for checking the originality of the evaluation activities may be employed. The detection of plagiarism or cheating in one activity will mean a mark of 0 in that activity.

## 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.**

At the beginning, the teaching method is expected to consist of on-site classes. Nevertheless, the classes will be online or blended if necessary because of sanitary reasons.

### 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://fcsh.unizar.es/>).

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