

27518 - Introduction to Marketing Research

Syllabus Information

Academic Year: 2020/21

Subject: 27518 - Introduction to Marketing Research

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 449 - Degree in Finance and Accounting

ECTS: 6.0

Year: 2

Semester: Second semester

Subject Type: Compulsory

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

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

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology for theory sessions is based on lectures by teachers, which will also require students' participation. During lectures, theoretical concepts will be developed, using examples, practical cases and exercises for their understanding. Additionally, questionnaires on the contents developed during the lecture will be made to evaluate students' learning.

Practical sessions require participation and that students take the leading role in the learning process. Based on the materials and assignments proposed by the teacher, students will apply theoretical and theoretical-practical concepts developed previously.

Tutorials and/or seminars will be used to clarify any question throughout the course.

Individual and group work developed by students will determine the consecution of learning objectives. It is necessary that work is focused on the following activities: reading and amplifying course materials provided, participating in the questionnaires, practical cases resolution, group work, and preparing the continuous and/or global assessment exam.

4.2.Learning tasks

During theory sessions, the main concepts of the course are presented, structured in different units. The teacher will present each unit. Course materials to ease following the classes will be available through Moodle and/or the photocopy service. These materials are a summary of the main concepts which support, not substitute, the concepts seen in class. Thus, it is crucial to attend theory classes to amplify the knowledge with examples, practical cases, exercises, etc. It is expected that theory classes are participatory, creating debates. The units that will be seen in these classes are the ones that appear in the syllabus. Besides, during theory classes, the questionnaires on the contents developed during lectures will take place, which are part of the continuous evaluation assessment.

During practical sessions, students will work on different assignments available through Moodle and/or the photocopy service, such as practical cases, exercises, etc. Besides, students will do some of the team work tasks that are part of the continuous evaluation assessment. Most monitoring of that work will also take place during practical sessions. Thus, it is recommendable that students attend practical sessions, having revised the materials for the session beforehand.

Tutorials are devoted to clarify students' doubts.

The teaching delivery methodology is expected to pivot around face-to-face classes. However, if necessary for health reasons, face-to-face classes may be taught online.

4.3.Syllabus

UNIT 1 - Marketing research process

Definition of marketing research

The role of marketing research

Applications of marketing research

Marketing research phases

UNIT 2: Marketing research with surveys

Definition and marketing research process with surveys

Questionnaire design

Types of questions

UNIT 3: Measurement scales

Introduction to measurement

Basic scales

Comparative scales

Non-comparative scales

Decisions on scale questions

UNIT 4: Types of surveys

Introduction

Personal interview surveys

Distance interview surveys

Self-administered surveys

Selection of the type of survey

UNIT 5: Research report and presentation of research findings

Report structure

Guidelines for writing a report

Report presentation

UNIT 6: Introduction to other techniques of primary data collection

Introduction

Interviews

Focus groups

Projective techniques

Observation

Omnibus surveys

Panels

Experiments

UNIT 7: Ethics in marketing research

Ethics

The ICC/ESOMAR Code

Current legislation

4.4.Course planning and calendar

Classes will begin according to the official date indicated by the Faculty. The course is based on theory and practical sessions.

Information concerning the timetable, schedule of theory and practical sessions, and specific dates on activities will be fixed according to the official calendar, providing information to students through Moodle.

Official assessment dates will be published by the Faculty in advance.

4.5.Bibliography and recommended resources