

## 29123 - Market Research

### Syllabus Information

**Academic Year:** 2020/21

**Subject:** 29123 - Market Research

**Faculty / School:** 177 - Escuela Universitaria de Turismo

**Degree:** 445 - Degree in Tourism

**ECTS:** 6.0

**Year:** 3

**Semester:** 445 - First semester

616 - First 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

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).

#### 4.2.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

#### 4.3.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

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

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

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