

Academic Year/course: 2021/22

## 27518 - Introduction to Marketing Research

### Syllabus Information

**Academic Year:** 2021/22

**Subject:** 27518 - Introducción a la investigación de mercados

**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

### 2. Learning goals

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

### 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, exercises, assignments, learning questionnaires, etc. 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.

To do group activities, it is necessary that students take part in a group. Teachers will indicate in class the groups size. It is students' responsibility to be part of a group in order to do group activities. In any case will teachers incorporate any student to any group.

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 classes and the questionnaires, practical cases resolution, and preparing the global assessment exam.

Tutorials and/or seminars will be used to clarify any question throughout the course. When students contact teachers through email, they should take the following into account: Emails must be sent through the official Unizar email account; Email subject must include the name of the course, the group and the degree; Email text must include the name and surname of the student.

#### 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. The units that will be seen in these classes are the ones that appear in the syllabus. Besides, during theory classes, theoretical-practical activities will take place to ease the understanding and application of the contents seen in the units.

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, assignments, learning questionnaires, 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. During these sessions, instructions for and supervision of individual and/or group assignments will take place. Students must attend practical sessions having revised the materials for the session beforehand. Besides, students must meet deadlines for practical assignments in order to do a correct supervision of them.

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: Market research**

- 1.1. The concept of market research
- 1.2. The importance of market research
- 1.3. Applications of market research
- 1.4. Marketing research phases

#### **UNIT 2: Market research design**

- 2.1. Sources of information
- 2.2. Market research classification
- 2.3. Research technique selection
- 2.4. Sampling

#### **UNIT 3: Market research with surveys**

- 3.1. Definition and market research process with surveys
- 3.2. Questionnaire design
  - 3.2.1. Questionnaire structure
  - 3.2.2. Basic recommendations
  - 3.2.3. Pre-test
- 3.3. Types of questions

#### **UNIT 4: Types of surveys**

- 4.1. Introduction
- 4.2. Personal interview surveys
- 4.3. Distance interview surveys
- 4.4. Self-administered surveys
- 4.5. Selection of the type of survey

#### **UNIT 5: Research report and presentation of research findings**

- 5.1. Report structure
- 5.2. Guidelines for writing a report
- 5.3. Report presentation

#### **UNIT 6: Other techniques of primary data collection I**

- 6.1. In-depth interviews
  - 6.1.1. Definition
  - 6.1.2. In-depth interview process
  - 6.1.3. Pros and cons
- 6.2. Focus groups
  - 6.2.1. Definition
  - 6.2.2. Focus group process
  - 6.2.3. Pros and cons
- 6.3. Projective techniques
  - 6.3.1. Definition
  - 6.3.2. Typology
  - 6.3.3. Pros and cons

#### **UNIT 7: Other techniques of primary data collection II**

- 7.1. Observation
  - 7.1.1. Definition
  - 7.1.2. Typology

- 7.1.3. Pros and cons
- 7.2. Omnibus surveys
- 7.3. Panels
  - 7.3.1. Definition
  - 7.3.2. Pros and cons
  - 7.3.3. Consumer panels
  - 7.3.4. Audience panels
  - 7.4.5. Retailer panels
- 7.4. Experiments
  - 7.4.1. Definition
  - 7.4.2. Validity
  - 7.4.3. Typology
  - 7.4.4. Pros and cons

#### **UNIT 8: Ethics in marketing research**

- 8.1. Ethics
- 8.2. The ICC/ESOMAR Code
- 8.3. 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.