

## 27620 - Market Research I

### Syllabus Information

**Academic Year:** 2021/22

**Subject:** 27620 - Market Research I

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

**Degree:** 450 - Degree in Marketing and Market Research

**ECTS:** 6.0

**Year:** 3

**Semester:** First 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 learning process designed for this subject is based into five pillars: the theory sessions, practice sessions, seminars, tutorial and autonomous work and study.

During the lectures, the teacher will explain the main concepts about marketing research and the process of different research methodologies. The degree of comprehension of main concepts will be checked through "one minute papers".

In practice session, students will work on case studies, exercises, readings and teamwork. These activities will help to understand the market research's process.

Seminars and tutorships will be useful to review those doubts arising from the theory and practice classes and also to prepare the cases and proposed exercises. Moreover teachers will supervise the group work.

Finally, students will need personal work for solving exercises and case studies, developing their research proposals as well as preparing the exam.

#### 4.2. Learning tasks

The syllabus that the student is offered to help you achieve the expected results, and shown at the end of this section, includes the following activities ...

*Evaluable activities:*

- "One minute paper".
- Teamwork.
- Exercises
- Case studies

*Other activities not subject to evaluation:*

- Practical cases.

- Exercises.

- Readings

The teaching methodology is planned to pivot around face-to-face classes. However, if it is necessary for health reasons, the classes can be given online.

The assessment will be prepared to be carried out as face-to-face examination, but if health circumstances do not allow it, they will be carried out by doing it entirely online or in a blended way. In the case of online exams, it is important to highlight that, the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

[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)

The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

### **4.3. Syllabus**

The course will address the following topics:

#### UNIT 1: MARKETING RESEARCH

- 1.- THE ROLE OF MARKETING RESEARCH
- 2.- CLASSIFICATION OF MARKETING RESEARCH
- 3.- HOW TO CHOOSE A DESIGN

#### UNIT 2: QUALITATIVE RESEARCH I: IN-DEPTH INTERVIEWS

- 1.- DEFINITION, CHARACTERISTICS AND APPLICATIONS
- 2.- ELEMENTS WITHIN IN-DEPTH INTERVIEWS
- 3.- THE IN-DEPTH INTERVIEW PROCESS
- 4.- INFORMATION ANALYSIS
- 5.- ADVANTAGES AND DISADVANTAGES

#### UNIT 3: QUALITATIVE RESEARCH I: FOCUS GROUP

- 1.- DEFINITION, CHARACTERISTICS AND APPLICATIONS
- 2.- ELEMENTS WITHIN FOCUS GROUP
- 3.- THE FOCUS GROUP PROCESS
- 4.- INFORMATION ANALYSIS
- 5.- ADVANTAGES AND DISADVANTAGES

#### UNIT 4: QUALITATIVE RESEARCH III: PROJECTIVE TECHNIQUES

- 1.- DEFINITION, CHARACTERISTICS AND APPLICATIONS
- 2.- TYPOLOGY OF PROJECTIVE TECHNIQUES
- 3.- ADVANTAGES AND DISADVANTAGES

#### UNIT 5: QUALITATIVE RESEARCH IV: QUALITATIVE RESEARCH IN ONLINE ENVIRONMENTS

- 1.- ANTECEDENTS
- 2.- ONLINE IN-DEPTH INTERVIEW
- 3.- ONLINE FOCUS GROUP
- 4.- NEW TECHNIQUES: RESEARCH COMMUNITIES
- 3.- ADVANTAGES AND DISADVANTAGES

## UNIT 6: OBSERVATION RESEARCH

- 1 - DEFINITION, CHARACTERISTICS AND APPLICATIONS
- 2.- TYPOLOGY OF OBSERVATION RESEARCH
- 3.- THE OBSERVATION RESEARCH PROCESS
- 4.- MYSTERY SHOPPER
- 5.- ADVANTAGES AND DISADVANTAGES

## UNIT 7: SYNDICATED SOURCES OF DATA

- 1.- INTRODUCTION
- 2.- PERIODICAL SURVEYS
- 3.- OMNIBUS
- 4.- CONSUMER PANELS
- 5.-RETAILER PANELS

## UNIT 8: EXPERIMENTATION

- 1.- DEFINITION, CHARACTERISTICS AND APPLICATIONS
- 2.- VALIDITY
- 3.- THE EXPERIMENTATION RESEARCH PROCESS
- 4.- TYPOLOGY OF EXPERIMENTATION RESEARCH
- 5.- TEST MARKET
- 6.- ADVANTAGES AND DISADVANTAGES

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

Further information concerning the timetable, classroom (theoretical and practical sessions), assessment dates and other details regarding this course will be provided on the first day of class.

The classes of the course will begin the first week of the second semester of the academic year. The specific dates of the key activities of the course will be set according to the academic calendar and the timetable established by the Centre, and students will be informed of this through the course programme and the ADD. The course is structured in theoretical classes (master classes with active participation of the student and "*one minute paper*"), and practical classes (practical cases, exercises, comments on readings and teamwork). The schedule detailing each activity will be made available to students at the beginning of the course in the program and in the ADD.

The official dates of the global tests will be published by the Centre in good time for all calls