

## 27625 - Market Research II

### Syllabus Information

**Academic Year:** 2021/22

**Subject:** 27625 - Market Research II

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

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

**ECTS:** 6.0

**Year:** 3

**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 learning process designed for this subject is based into five areas:** the theory sessions, practical sessions, seminars, tutorials and student's autonomous work.

In addition, the methodology of the flipped classroom will be followed, in order to give classroom sessions an eminently practical perspective that allows the student to apply the knowledge acquired as a result of the autonomous work of the theoretical-practical material provided by the teachers.

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In the **theory sessions** the main concepts that will know and understand the processes of market research and the relevance of the search for information from various sources will be developed. After the student's review of basic contents through the documentation included in the digital platform, the teacher will present in the classroom only those of greater relevance or difficulty. Through the "*one minute paper*" the degree of understanding of the main concepts which will allow influence those who have not been assimilated accurately be checked.

Through **practical sessions** case studies, exercises, theoretical lectures and teamwork that help you understand how to develop a market research and evaluation studies conducted by companies and institutions.

The **tutorials and /or seminars** will serve to clarify their doubts about the theoretical and/or practical contents of the subject and prepare cases and proposed exercises and specific task. Then, the professors will supervise the teamwork carried out by the students

Finally, the **student's autonomous work** that must serve for solving exercises and case studies, research and analysis of information as well as carrying out work and exam preparation.

#### 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 ...

### Evaluating activities:

- "One minute paper" .
- Teamwork.

### Non evaluating activities:

- Practical cases.
- Exercises.
- Comments 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.

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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: PLANNING A MARKET RESEARCH**

1. PHASES OF SURVEY MARKET RESEARCH.
2. SECONDARY SOURCES OF MARKETING DATA
3. ETHICS IN MARKETING RESEARCH

#### **UNIT 2: SAMPLE PLAN AND OBTAINING INFORMATION**

1. INTRODUCTION AND BASIC CONCEPTS
2. SAMPLING PROCESS
3. TYPES OF SAMPLING
4. DETERMINATION OF SAMPLE SIZE
5. SELECTION OF SAMPLING UNITS
6. TIPS FOR DATA COLLECTION

#### **UNIT 3: ANALYSIS OF INFORMATION**

1. FIELD WORK: PROCESS CONTROL
2. DATA PREPARATION: EDITING, CODING, TABULATION AND DEPURATION
3. SPSS: INTRODUCTION AND USEFUL TOOLS
4. STATISTICAL TECHNIQUES OF DATA ANALYSIS: CLASSIFICATION
5. EXPLORATORY DATA ANALYSIS (EDA) IN MARKET RESEARCH
6. UNIVARIATE STATISTICAL TECHNIQUES IN MARKET RESEARCH
7. BIVARIATE STATISTICAL TECHNIQUES IN MARKET RESEARCH
8. MULTIVARIATE STATISTICAL TECHNIQUES IN MARKET RESEARCH

#### **UNIT 4: PRESENTING THE RESULTS OF A MARKET RESEARCH: REPORT PREPARATION AND PRESENTATION**

1. INTRODUCTION
2. STRUCTURE OF THE REPORT
3. RECOMMENDATIONS FOR REPORT PREPARATION
4. ORAL PRESENTATION

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### **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.