

Academic Year/course: 2021/22

29123 - Market Research

Syllabus Information

Academic Year: 2021/22

Subject: 29123 - Investigación de mercados

Faculty / School: 177 - Escuela Universitaria de Turismo

Degree: 445 - Degree in Tourism

616 - Degree in Tourism

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

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

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=29123>