

Academic Year/course: 2021/22

## 61753 - Methodological Research Tools

### Syllabus Information

**Academic Year:** 2021/22

**Subject:** 61753 - Nuevas herramientas metodológicas en investigación de los mercados

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

**Degree:** 555 - Master's in Management, Strategy and Marketing

**ECTS:** 6.0

**Year:** 1

**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 methodology followed in this course is oriented towards achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as theory sessions, practice sessions, and autonomous work.

Students are expected to participate actively in the class throughout the semester.

#### 4.2. Learning tasks

The learning activities of the course are divided into two types of activities:

- Face-to-face class and content discussion (30 hours; attendance 100%)
- Presentation and discussion of research papers and research proposals (120 hours; 25% attendance)

These activities are developed throughout the course in order to help the student achieve the learning results. It includes the following learning tasks:

- Lectures: sessions in which the professor presents the course's contents encouraging student participation. The students will have supporting material that will allow them to track the sessions. This material will be available to students in the virtual platform ADD and it complements, not replaces, the notes taken in class.
- Practice sessions: sessions in which the presentation and discussion of research papers will be held from different perspectives and with different criteria.
- Tutorials: students may attend tutorials with the teacher in the scheduled dates. Students may also consult via e-mail.
- Study, analysis and interpretation of real case studies, whether already published cases that can be updated and discussed, or cases that can be created and presented in class.

**Note:** It is expected that classes will take place at the Faculty (offline). However, classes would take place online if it were necessary due to safety reasons.

### **4.3. Syllabus**

The course will address the following topics:

Topic 1. Research tools

Topic 2. Information measurement and scales validation.

Topic 3. Primary sources: experimentation.

Topic 4. Qualitative Analysis

Topic 5. Case method

Topic 6. Research work revision an publication structure, content and process.

Topic 7. How to revise research literature

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

The schedule of sessions will be made public on the virtual platform Moodle. The dates for submission of of papers and other activities will be communicated by the responsible teacher through the appropriate channels.

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

[http://biblos.unizar.es/br/br\\_citas.php?codigo=61753&year=2021](http://biblos.unizar.es/br/br_citas.php?codigo=61753&year=2021)