

Academic Year/course: 2022/23

27518 - Introduction to Marketing Research

Syllabus Information

Academic Year: 2022/23

Subject: 27518 - Introduction to Marketing Research

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 of the theoretical sessions is based on the exposition and explanation by the teacher of the subject under study. In these classes the main theoretical and theoretical-practical concepts will be developed, using for better understanding current examples and activities such as: practical cases, exercises, learning questionnaires, etc., which encourage the active participation of students.

The practical sessions are fundamentally participatory, so the student assumes the main role in the teaching-learning process. Based on the different activities and individual and/or group assignments proposed by the teacher, the student will apply the theoretical and theoretical-practical and practical concepts of the subject.

The personal, individual and/or group work developed by the student is what will determine the achievement of the established learning objectives. It is necessary that this work is carried out throughout the semester, focusing on the following aspects: reading and amplifying the support materials with the contents exposed and transmitted by the teacher; active participation in classes; the realization of the learning questionnaires; the resolution of the different activities; carrying out the proposed works; etc.; and ongoing preparation for the global 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. Theory sessions are expected to be participatory and doubts about the topics and activities carried out will be resolved in them.

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 that they may have after attending the classes, working on the materials and carrying out the activities and the proposed works.

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. Introduction
- 6.2. In-depth interviews
 - 6.2.1. Definition
 - 6.2.2. In-depth interview process
 - 6.2.3. Pros and cons
- 6.3. Focus groups
 - 6.3.1. Definition
 - 6.3.2. Focus group process
 - 6.3.3. Pros and cons
- 6.4. Projective techniques
 - 6.4.1. Definition
 - 6.4.2. Typology
 - 6.4.3. Pros and cons

UNIT 7: Other techniques of primary data collection II

- 7.1. Introduction
- 7.2. Observation
 - 7.2.1. Definition

- 7.2.2. Typology
- 7.2.3. Pros and cons
- 7.3. Omnibus surveys
- 7.4. Panels
 - 7.4.1. Definition
 - 7.4.2. Pros and cons
 - 7.4.3. Consumer panels
 - 7.4.4. Audience panels
 - 7.4.5. Retailer panels
- 7.5. Experiments
 - 7.5.1. Definition
 - 7.5.2. Validity
 - 7.5.3. Typology
 - 7.5.4. 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.