

Academic Year/course: 2022/23

27632 - Undergraduate Dissertation

Syllabus Information

Academic Year: 2022/23

Subject: 27632 - Undergraduate Dissertation

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 6.0

Year: 4

Semester: Second semester

Subject Type: End of Grade Dissertation

Module:

1. General information

1.1. Aims of the course

The undergraduate dissertation (Trabajo de fin de grado- *TFG*) is compulsory for all the students of the degree in Marketing and Market Research. The key aim of the undergraduate dissertation is to enable students to apply and develop a range of skills and competences acquired during the degree.

The types of undergraduate dissertation are described in the regulation of the School in Business and Economics in which the degree is taught.

In all cases, the undergraduate dissertation requires a written report, accompanied by the necessary materials, such as questionnaires, additional information,..., and there will be a defense in accordance with the corresponding regulation.

These objectives are aligned with the Sustainable Development Objectives (ODS) of the Agenda 2030 and specific goals (<https://www.un.org/sustainabledevelopment/es/>), contributing to their achievement:

Objectives 1-17 (writing a TFG could comprise disciplines and subjects related with all the ODS).

1.2. Context and importance of this course in the degree

The undergraduate dissertation (*TFG*) is compulsory for all the students and it is worth 6 ECTS. The *TFG* is included within the module of business and professional projection. This module aims to enhance work placements of the graduate students of Marketing and Market Research. The *TFG* implies the use of individual competences and expertise with the supervision of a professor/lecturer.

1.3. Recommendations to take this course

The student has to check and to understand the norms and instructions of the University of Zaragoza and his/her School regarding *TFG*. These regulations are available in the web pages.

2. Learning goals

2.1. Competences

Specific Competencies

- Analysis, valuation, decision making and advice in the field of market research.
- Analysis, valuation and decision making in relation to the product variable.
- Analysis, valuation and decision making regarding distribution and sales force management.

- Analysis, valuation and decision making regarding the price variable.
- Analysis, evaluation and decision making regarding communication.
- Strategic marketing planning:
- Analysis, valuation and marketing decision making in relation to sectors of activity with specific characteristics.

Transversal Competences

- Knowledge.
- Innovation.
- Time Management.
- Organizational.
- Communication.
- Ethical commitment and quality.
- Attitude and respect for rights and values and non-discrimination.

2.2. Learning goals

1. Be able to demonstrate the integration of the disciplinary competencies linked to the Degree in Marketing and Market Research and that have been developed up to the moment of elaboration of the TFG.
2. Be able to have an appropriate handling of the terminology and sufficient knowledge of the issues raised in the disciplines related to the study of marketing and market research.
3. Be able to deepen and specialize in an area of interest.
4. Be able to make effective use of the specialized bibliography.
5. Be familiar with research procedures: documentary research, data collection, analysis and interpretation, and writing a final paper.
6. Be able to orally defend the arguments of the work done.
7. To be able to carry out, under his responsibility, a work that allows him to prove that his work capacity is at the level required of a professional capable of integrating into the labor market.

2.3. Importance of learning goals

The *TFG* allows the students to increase and integrate the knowledge, competences and abilities attained during their degree

3. Assessment (1st and 2nd call)

3.1. Assessment tasks (description of tasks, marking system and assessment criteria)

The student will prove that he/she has achieved the expected learning outcomes by presenting the written report (80% of the mark) and defending it (20% of the mark).

Written report

The *TFG* written report will summarize the work carried out by the student, and it will be accompanied by the necessary materials, such as questionnaires, additional information,...

The content, format and length of the written report should fulfil the requirements indicated in the evaluation section.

It would be advisable for the student to deliver the written report to his/her director/s, at least 15 academic days before the beginning of the deposit period (the deposit and defense deadlines are published on the Center's website).

Defense

The defense of the TFG will be carried out following the norms and instructions published on the web of the Business and Economics School.

Any claim with regards to the mark attained will be made following the regulation of the University of Zaragoza.

Assessment criteria

1. CONTENT (Max 8 points).

- 1.1. Scope and purpose (max 2 points)
- 1.2. Scientific and technical content (max 4 points)
- 1.3. Discussion and conclusions. (max 2 points)

2. PRESENTATION AND DEFENSE OF THE DISSERTATION(Max 2 points).

- 2.1. Defense of the dissertation (max 1 point)
- 2.2. Discussion of the work and answering the questions (max 1 point)

In case of misbehavior, such as plagiarism, by the students, paragraph 30 of the Evaluation and Learning rules of the University of Zaragoza will be applied (artículo 30 del Reglamento de Normas de Evaluación del Aprendizaje de la Universidad de Zaragoza-Acuerdo de 22 de diciembre de 2010 del Consejo de Gobierno). To verify plagiarism the University will establish the necessary procedures to guarantee that the original work of the students is greater than 80% of the written report handed in.

GUIDELINES FOR THE UNDERGRADUATE DISSERTATION

These guidelines are instructions about the characteristics, content and formal aspects of the undergraduate dissertation

1. CONTENT

The report should include the page numbers and the content will be organized considering the following sections:

Index (including page numbers)

1. Introduction
2. Theoretical framework / Literature review / Contextualization
3. Methodology
4. Analysis / Findings
5. Discussion and Conclusions

Bibliographical References

2. FORMAT

Margins: Left: 3 cm; Right: 3 cm; Top: 2.5 cm; Bottom: 2.5 cm.

Line spacing: 1.5

Paragraph spacing: Before: 0 points; After: 6 points **Font**

: Times New Roman 12.

3. LENGTH

The undergraduate dissertation should have a minimum length of 20 pages and a maximum of 40 pages, without annexes. The maximum length of the annexes is 30 pages

4. CONTENT

Cover page

The cover page format can be found in: <http://biblioteca.unizar.es/servicios/deposito-tfgtfm> It includes the title, the name of the degree, the author's name and surname, and the supervisor's name and surname.

The following page will include the author's name and surname, the supervisor's name and surname, the title (in Spanish and English) and degree. In addition, this page will include an abstract of 200 words (approximately), in Spanish and in English or one of the other languages offered for the B1 accreditation.

Introduction

The student should explain the purpose of his/her TFG; set out the reasons for undertaking this particular study, mention the possible applications to public or private organizations; mention the methodology he/she is going to apply or use; briefly describe the different sections and content of the dissertation.

Theoretical framework / Literature review / Contextualization

In this section the student should give a summary of the reading research that he/she has done into the topic area, describing the existing and established theory and research in the report area and providing a context for the work.

It is also important to contextualize the dissertation by referring to similar works in the same specific field of study, other findings in the same line, etc..

Methodology

Here the student will describe the scope of the research and all of the research methods he/she intends to use. This section starts by describing the process and the particular methods of research.

Analysis of results

This is the main body of the dissertation, where the student will describe the results obtained from the data that he/she has gathered during the research.

Discussion and conclusions

In this section the general and specific conclusions must be presented. In addition, the student should explain if these conclusions are consistent with the objectives initially proposed and justify the work done.

It is important to stress the importance of the study again. That is, the student should explain the public, business or academic interest of the results obtained.

He/she may also describe any limitations or shortcomings in the research methods.

References

In this section the student has to include a list of all the sources he/she has used and referred to in the body of the dissertation: books, book chapters, journals, websites, reports, etc.

Here the student can find some guidelines:

Books:

SURNAME, NAME. (YEAR). *Title*. Publisher, Place of publication.

Articles in Journals:

SURNAME, NAME. (YEAR.): ?Title of article?. *Title of journal* , Vol. x, No. x, pp. x-y.

Websites:

SURNAME, NAME. (YEAR). *Name of Webpage*. [online]. Available: <http://?> [accessed: Date Month YEAR]

NAME OF UNIVERSITY/NEWSPAPER/WEBSITE, (YEAR). *Name of Webpage*. [online]. Available: <http://?> [accessed: Date Month YEAR]

Tables, charts, figures and graphs

It is recommended to use a double numbering system for tables, charts, figures and graphs (the first number for the chapter and the second for the order within the chapter).

Annexes

The student can include one appendix or several appendices in the dissertation which should be numbered (e.g. Appendix I; Appendix II, Appendix III, etc.). In this section the student should include:

- The questionnaire that he/she has used if he/she has carried out a survey.
- Any supplementary information which could be useful but which is not essential to understand the study.

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The learning process that has been designed for this course is based on the following activities:

1. Each student will choose the model for the degree project and the theme based on the offer made by the center.
This offer will be updated every year
2. Seminar: The tutor will provide the students the necessary guidance for carrying out the degree project.
3. Tutorials: the student will have at least 5 hours where the tutor will guide and monitor the work.
4. Individual work: the student performs his/her work individually

4.2. Learning tasks

Activities to be carried out (the number of hours is an average estimation)

Activity	Type	Description	Hours	ECTS
Seminar	Face-to-face or online	Instructions about the development of the TFG	1	0.04
Individual tutorial	Face-to-face or Online	Individual suggestions and instructions	5	0.2
Development of the drafts and final report	Own work	Writing and editing the TFG	143.5	5.74
Final assessment	Face-to-face or online	Defense and discussion	0.5	0.02
TOTAL			150	6

4.3. Syllabus

Each student will choose a topic a topic for his/her dissertation from one of the research lines.

4.4. Course planning and calendar

Each student will choose the model for their Undergraduate Dissertation and the topic based on the offer made by the center. This offer will be updated every year.

Schedule of basic activities under the supervisor's guidance:

1. Determining your topic, scope and purpose. It is strongly advised that the choice of topic and scope for your dissertation is completed by the first two weeks of the second semester.
2. Planning individual tutorials.
3. Progress reports (draft revisions).
4. Final editing and proofreading. The final version of the Dissertation will be handed in to the supervisor at least 15 academic days before the beginning of the deposit period. The specific dates of this course regarding the selection of supervisor, the submission and the defense will be disclosed on the School web page, as well as the instructions for selecting the supervisor of the TFG.