

## 27618 - Introduction to Marketing Research

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 27618 - Introduction to Marketing Research

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

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

**ECTS:** 6.0

**Year:** 2

**Semester:** Second semester

**Subject type:** Compulsory

**Module:**

### 1. General information

The main goal of this subject is for the student to learn the basic procedures for the design and execution of research aimed at finding and processing information related to facts, attitudes, opinions, behaviors and activities of an economic and social nature that may affect the company's activity and, in particular, the marketing activity. In short, the aim is to introduce the student to the tasks that make up this system of information-research in the marketing area.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 agenda and certain specific targets (<https://www.un.org/sustainabledevelopment/es/>), contributing to some extent to their achievement:

Goal 4: Ensure inclusive, equitable and quality education and promote lifelong learning opportunities for all .

Goal 4.4: By 2030, significantly increase the number of young people and adults who have the necessary skills , particularly technical and professional skills, to access employment, decent work and entrepreneurship.

### 2. Learning results

- Explain the role and nature of Marketing Research.
- Know the different phases of the Market Research process.
- Select, use and evaluate relevant sources of information.
- Know the different market research designs.
- Know market research with surveys and to design and evaluate questionnaires.
- Identify and develop the different phases of the market research process in a market study.
- Be able to communicate orally and/or in writing knowledge, ideas and results of the activities carried out

### 3. Syllabus

Unit 1: Market research

Unit 2: Market research design

Unit 3: Survey research

Unit 4: Measuring scales

Unit 5: Types of surveys

Unit 6: Other techniques for obtaining primary information I

Unit 7: Other techniques for obtaining primary information II

Unit 8: Report preparation and presentation of results

Unit 9: Ethics in market research

## 4. Academic activities

The training activities are divided into the following hours:

Master classes: 30 hours

Practical classes: 30 hours

Personal Study: 87 hours

Assessment tests. 3 hours

In the theoretical expository classes, the professor will present the fundamental concepts of the subject structured in Units. In addition, theoretical and practical activities will be carried out to help understand and apply the contents of the different Units.

In the practical classes, instructions will be given and the proposed activities and work will be supervised. Students should come to these classes having previously reviewed the previous contents that will be applied in each practical class. In addition, they must comply with the dates indicated for the development of the activities and work, in order to be able to carry out an adequate supervision.

Teaching material will be made available to students on Moodle and/or the Center's reprographic service, to help them follow the classes. Such material constitutes a support element, but never a substitute for the contents seen in class.

The tutoring schedule is intended to solve any possible doubts that the student may have after having attended the classes, worked on the materials and done the proposed activities and assignments.

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

## 5. Assessment system

The evaluation of the subject for the TWO official CALLS is carried out through a GLOBAL EVALUATION SYSTEM . This system will consist of a comprehensive examination.

The exam will be graded from 0 to 10 points and will consist of two parts: the first part will consist of a series of test and/or more or less short questions on the theoretical and theoretical-practical contents developed throughout the semester and the second part will consist of a series of open questions of development, more or less short and/or long, on the theoretical- practical and practical contents developed throughout the semester. The first part will have a maximum score of 6 points and the second part will have a maximum score of 4 points. If a minimum score of at least 3 points is not obtained when correcting the first part, the second part will not be evaluated, and the grade of the first part will be recorded in the minutes. . If the required minimum score is reached in the first part, the second part will be evaluated. If a minimum score of at least 1.5 points is not reached in the second part, the grade of the first part will be recorded, with a maximum score of 4.5 points. If in the second part also exceeds the minimum grade, the grade to be recorded in the minutes will be the sum of the score obtained in both parts.

To pass the subject it is necessary that, having obtained at least the minimum grade required in each of the parts, the sum of both parts must be equal or higher than 5 points.

The following criteria will be used in the evaluation of the exam: knowledge, understanding and ability to use the concepts and tools studied in class; ability to integrate and synthesise the knowledge acquired; appropriateness of the answers to the theoretical, theoretical-practical and practical contents developed during the academic year according to the programming of the subject; and precision and clarity in the answers.