

## 29123 - Market Research

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 29123 - Market Research

**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

The subject gives continuity to the compulsory subject Tourism Marketing of the second semester of the first year, of 6 ECTS credits, which is the first approach of the student to the commercial function in the company.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), such that the acquisition of the subject learning results provides training and competence to contribute to some extent to their achievement:

- Goal 8: Decent Work and Economic Growth
- Goal 10: Reduction of Inequalities
- Goal 11: Sustainable Cities and Communities

### 2. Learning results

- Search for secondary information of interest to the problem under study
- Generate effective questionnaires
- Design samples appropriate to the research objectives
- Perform basic statistical analyses using computer programs and derive conclusions from them

### 3. Syllabus

Unit 1. Introduction to market research

Unit 2. The market research process

Unit 3. Market analysis, segmentation and positioning

Unit 4. Market research instruments

Unit 5. Quantitative tools for market research

Unit 6. Market research from software

### 4. Academic activities

Attendance to theoretical classes (30 hours)

Attendance to practical classes (30 hours)

Tutorial attendance (10 hours)

Examinations (4 hours)

Autonomous student work (78 hours)

### 5. Assessment system

#### Continuous Assessment

1) **Individual written tests** (65%): 2 individual written tests will be given throughout the term. In these two tests the student must demonstrate his or her knowledge of the various concepts and his or her ability to interrelate and analyze critically these concepts from an eminently practical point of view.

In order to assess the grade of the written tests together with the group work, the grade of each written test must be higher than 4.5 out of 10.

2) **Final group work** (35%): completion of a group work that applies the concepts studied.

The continuous assessment option requires the active participation of the student

### **Global assessment**

Individual written test (100%): the student must show his/her knowledge of the different concepts, and his/her capacity to interrelate and critically analyze these concepts from an eminently practical point of view. To pass this test the grade must be equal to or higher than 5 out of 10.