

## 30618 - Introduction to Market Research

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 30618 - Introduction to Market Research

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

**Degree:** 432 - Joint Law - Business Administration and Management Programme

**ECTS:** 6.0

**Year:** 4

**Semester:** First semester

**Subject type:** Compulsory

**Module:**

### 1. General information

The main goal of this subject is that the student learns the procedures for the design and execution of research aimed at finding and processing information on facts, attitudes, opinions, behaviors and activities of an economic and social nature that may affect the activity of the company 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 of the United Nations (United Nations (<https://www.un.org/sustainabledevelopment/es/>)), specifically, the activities planned in the subject will contribute to the achievement of goals 8, 13 and 16.

### 2. Learning results

To understand what marketing research is and what is its scope, function and importance in organizations.

Apply the market research process and its different phases.

Identify the different sources of information and be able to select the most appropriate ones according to the goals and context of the research.

Develop, individually and/or in teams, activities and works related to market research and plan them in order to best achieve the set objectives and optimize time.

Be able to communicate, orally and/or in writing, knowledge, ideas and results of the activities performed

### 3. Syllabus

UNIT 1. **The market research process**

UNIT 2. **Market research design**

UNIT 3. **Sources of information**

UNIT 4. **Qualitative Techniques.**

UNIT 5. **Observation.**

UNIT 6. **Measurement of information.**

UNIT 7. **Communication I: The survey.**

UNIT 8. **Communication II: Periodic techniques.**

UNIT 9. **Experimentation.**

UNIT 10. **Ethics in Market Research.**

### 4. Academic activities

30 hours of participative master classes: they will provide the necessary theoretical knowledge, accompanied by practical examples.

30 hours of practical classes.

88 hours of autonomous work: includes study activities of the theoretical and practical contents and the resolution of practical activities.

2, hours of assessment activities, outside of regular class time.

### 5. Assessment system

The assessment of the subject for **both calls is global** and will have two parts:

1st part) Out of 4 points, mandatory final test (online or offline). A minimum of 1 point out of 4 will be required to pass the subject.

2nd part) Out of 6 points; the student must choose one of the following systems:

a. Learning assessment assignments and tests.

a.1) Group assessment tests (4 points): It involves the completion of assignments throughout the course. These will consist of the development of a market research that will be assessed through 4 or 5 exercises.

-They will be carried out in teams, and subsequently presented and defended. Students must attend all presentations and relevant meetings with teachers. In these works, the work itself is valued, as well as the presentation and public defense. Participation in the discussions, as well as practical application to the real needs of the company, are also valued.

-In each of the 4 or 5 exercises, a minimum grade of 4 points out of 10 will be required in order to pass the subject by this system.

a.2) Individual practical assessment tests (1.5 points): They will consist of questions about the exercises of section a.1. Students must obtain a minimum of 0.4 points in this part in order to pass the subject through this system.

a.3) Individual theoretical assessment tests (0.5 points): They will consist of specific questions on the contents of the subject. Students must obtain a minimum of 0.2 points in this part to pass the subject by this system.

b. -Additional questions on the final test (6 points). Students who do not pass the minimum grade in the first part of the final test will not be allowed to continue with the second part of the test. Students must obtain a minimum of 1.7 points in this part to pass the subject by this system.

In order to pass the subject, the sum of both parts (1 and 2) must be equal or higher than 5.

Students who take the additional questions of the final test (assessment b) are understood to opt for this system, being able to change their choice for the following call if they have to sit it.

The final tests (in both sessions and in both parts), will include theoretical questions where the knowledge of the basic concepts will be assessed, and practical questions, where the student's ability to put into practice the theoretical knowledge learnt will be assessed; the exam may contain both open questions and multiple-choice questions and will require knowledge of the contents and mastery of the competences of the subject.

**Assessment criteria:** It will be assessed that the student knows, understands and is able to use in different contexts the concepts and tools studied in class. In addition, the ability to integrate and synthesize the acquired knowledge will be valued.

In addition, the resolution of the proposed cases will be taken into account for the assignments, as well as the presentation and public defense made in class, as well as the arguments of the students who attend the presentations and the participation in the virtual forums (e.g., ADD).