

39831 - Introduction to marketing research

Syllabus Information

Academic year: 2023/24

Subject: 39831 - Introduction to marketing research

Faculty / School: 326 - Escuela Universitaria Politécnica de Teruel

Degree: 634 - Joint Programme in Computer Engineering - Business Administration

ECTS: 6.0

Year: 3

Semester: Second semester

Subject type: Compulsory

Module:

1. General information

The main objective of this subject is that the student learns the procedures for the design and execution of research aimed at the search and processing of information related to facts, attitudes, opinions, behaviors and activities of 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 information-research system in the marketing area.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<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

TOPIC 1: The market research process

TOPIC 2: Market research design

TOPIC 3: Sources of information

TOPIC 4: Qualitative Techniques.

TOPIC 5: Observation.

TOPIC 6: Measurement of information.

TOPIC 7: Communication I: The survey.

TOPIC 8: Communication II: Periodic techniques.

TOPIC 9: Experimentation.

TOPIC 10: Ethics in Market Research.

4. Academic activities

- 30 hours of participative lectures: they will provide the necessary theoretical knowledge, accompanied by practical examples.
- 30 hours of practical classes.
- 88 hours of self-employmentwork: includes study activities of the theoretical and practical contents and resolution of practical activities.
- 2 hours of evaluation 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 exam (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 term. These will consist of the development of a market research that will be evaluated through 4 or 5 exercises.

They will be carried out in teams, and subsequently presented and defended. Students are required to 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 course 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 in order to pass the course through this system.

b. Additional questions on the final exam (6 points). Students who do not pass the minimum grade in the first part of the final exam will not be allowed to continue with the second part of the exam. Students must obtain a minimum of 1.7 points in this part to pass the course 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 exam (evaluation b) are understood to opt for this system, being able to change their choice for the following exam 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 knowledge acquired 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).