

27518 - Introduction to Marketing Research

Syllabus Information

Academic year: 2024/25

Subject: 27518 - Introduction to Marketing Research

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 449 - Degree in Finance and Accounting

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 investigations aimed at the search and treatment of information related to facts, attitudes, opinions, conduct and activities of an economic and social nature that may affect the company's activity.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of the United Nations (<https://www.un.org/sustainabledevelopment/es/>), in particular, the activities planned in the subject will contribute to the achievement of the goals:

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 youth and adults who have the necessary skills, particularly technical and vocational, to access employment, decent work and entrepreneurship.

2. Learning results

The student, in order to pass this subject, must demonstrate the following results...

1. Explain the role and nature of Marketing Research.
2. To know the different phases of the Market Research process.
3. Select, use and evaluate relevant sources of information.
4. Identify and evaluate the different phases of the process in a market study.
5. Designing and evaluating questionnaires.
6. Be able to communicate orally and/or in writing knowledge, ideas and results of the activities performed.

3. Syllabus

Unit 1: Market research

Unit 2: Market research design

Unit 3: Survey research

Unit 4: Types of surveys

Unit 5: Other techniques for obtaining primary information I

Unit 6: Other techniques for obtaining primary information II

Unit 7: Report preparation and presentation of results

Unit 8: 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
- Evaluation tests: 3 hours

Theoretical classes: the fundamental concepts of the subject will be presented and theoretical-practical activities will be carried out.

Practical classes: instructions will be given and the proposed activities and work will be supervised.

In Moodle and/or in the reprographic service of the Center will be available the teaching material that helps to follow the classes. Such material constitutes a support element, but never a substitute for the contents seen in class.

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 subject will be evaluated by means of a global evaluation both in the first and second call.

Global Assessment:

It will consist of two parts:

- First part: test questions and/or more or less short questions on the theoretical and theoretical-practical contents developed throughout the semester . Grading. 6 points (minimum grade 3 points).
- Second part: open questions of development, more or less short and/or long, on the theoretical-practical contents and practices developed during the semester. Grading. 4 points (minimum grade of 1.5 points).

The grade for the **first and second call** will be as follows:

If a minimum score of at least 3 points is not obtained in 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 at . 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 the minimum grade is also exceeded, the grade in the minutes will be the sum of the score obtained in both parts.

In order to pass the subject it is necessary to obtain the minimum grade required in each of the parts and that the sum of both be equal or superior to 5 points.

Assessment Criteria:

- Knowledge, understanding and ability to use the concepts and tools studied in class.
- Ability to integrate and synthesize acquired knowledge.
- Adequacy of the answers to the theoretical, theoretical-practical and practical contents developed during the academic year, according to the program of the subject.
- Accuracy and clarity in the answers.

6. Sustainable Development Goals

4 - Quality Education