

## 27632 - Undergraduate Dissertation

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 27632 - Undergraduate Dissertation

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

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

**ECTS:** 6.0

**Year:** 4

**Semester:** Second semester

**Subject type:** End of Grade Dissertation

**Module:**

### 1. General information

The Degree Final Project (DFP) is mandatory for all students of the degree in Marketing and Market Research. Its goal is to deepen in topics related to the different areas of the degree integrating the knowledge, specific competencies, transversal competencies and skills acquired throughout the curriculum and applying them to the treatment of the model and topic of the final degree project.

The modalities that the DFP may take are those that appear in the regulations of the Center in which the degree is taught.

In any case, the DFP will be materialized in a report or project in written form that will be accompanied, if necessary, by the appropriate material and will be defended in the terms established in the corresponding regulations.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 agenda and specific targets (<https://www.un.org/sustainabledevelopment/es/>), contributing to some extent to their achievement: Goals 1-17 (the completion of the TFG may include disciplines and subjects related to all SDGs).

### 2. Learning results

- Be able to demonstrate the integration of the disciplinary competences linked to the Marketing Degree and Market Research and that have been developed up to the moment of elaboration of the DFP.
- Be capable of an appropriate handling of the terminology and sufficient knowledge of the issues raised in the disciplines related to the study of marketing and market research
- Be able to deepen and specialize in an area of interest.
- Be able to make effective use of the specialized bibliography.
- Become familiar with research procedures: documentary research, data collection, analysis and interpretation, and writing a final paper.
- Be able to orally defend the arguments of the work done.
- Be able to perform, under his responsibility, a job that allows him to prove that his work capacity is at the level required of a professional capable of integrating into the labor market.

### 3. Syllabus

Not applicable

### 4. Academic activities

The training and evaluation activities will be developed according to the following indicative planning. The calendar will be in accordance with the calendar published by the University.

Guidance for the realization of the work: 1 hour (0,04 ECTS)

Tutoring: 5 hours (0,20 ECTS)

Preparation of reports and personal work: 143.5 hours (5.74 ECTS)

Final evaluation, presentation and defense: 0.5 hours (0.02 ECTS)

## 5. Assessment system

The evaluation of the Degree Final Project consists of two parts: The written report of the work, which represents 80% of the grade and the presentation and defense of the work, which represents the remaining 20% of the grade.

### Working memory

The DFP will be materialized in a report or project in written form in Spanish, which will be accompanied, if necessary, by the appropriate.

The student must submit the report of the work to the director(s), at least 15 school days prior to beginning of the deposit period (the deposit and defense deadlines are published on the Center's website). Guidelines on the structure, format, length and content of the report can be found at: <https://fecem.unizar.es/informacion-academica/trabajo-fin-de-grado-y-master>

### Defense of the work

The defense of the Degree Final Project will be carried out in accordance with the corresponding regulations published on the website of the corresponding Faculty.

For possible claims to the grade, the procedure established in the current regulations of the University of Zaragoza will be followed.

### Assessment criteria:

The evaluation criteria for passing the DFP are as follows:

#### 1. CONTENT OF THE PAPER (Maximum 8 points).

The following elements will be assessed:

- 1.1. Approach, justification and objectives of the work. (Maximum 2 points)
- 1.2. Scientific-technical content. (Maximum 4 points)
- 1.3. Discussion of results and conclusions. (Maximum 2 points)

#### 2. PRESENTATION AND DEFENSE OF THE PAPER (Maximum 2 points).

The following elements will be assessed:

- 2.1- Presentation and presentation (maximum 1 point)
- 2.2- Discussion of the paper and answers to the questions posed (maximum 1 point)

In those cases in which the student carries out irregular practices in the completion of the DFP or in the assessment tests (e.g. plagiarism), the provisions of article 30 of the University of Zaragoza's Learning Assessment Regulations (Agreement of 22 December 2010 of the Governing Council) will be taken into account. To verify this, will arbitrate the appropriate procedures to ensure that the student's own contribution exceeds 80% of the final content of the DFP deposited.

The work will be graded according to the same scale as the rest of the subjects of official degrees.

## 6. Sustainable Development Goals

4 - Quality Education

5 - Gender Equality

8 - Decent Work and Economic Growth