

30618 - Introduction to Market Research

Syllabus Information

Academic year: 2024/25

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 will consist of two parts, whether in the first sitting or in the second sitting:

1st part (up to 4 points): mandatory final exam. A minimum of 1 point out of 4 will be required in order to pass the subject.

2nd part (up to 6 points): the student must choose one of the two following systems:

a. Projects and learning activities.

a. 1) Group projects (4 points): These projects will consist of four to five practical exercises about the topics covered during the course. They will be carried out in teams, partially during the practice sessions, and they will be later presented and defended. Students must attend every oral presentation and corresponding meeting with the teachers. Teachers will assess both the exercises and their presentation and public defense. Comments from other students that have not orally presented the project will be also considered as well as participation in the debates. A minimum of 4 points out of 10 will be required in each of the 4 or 5 exercises in order to pass the course through this system. a.2) Individual assessment test about group project activities (1.5 points): It will consist of some questions related to the exercises mentioned in section a.1 that will be useful to assess the individual contribution of each team member. A minimum of 0.4 points will be required in this test to pass the course through this system. a.3) Individual assessment about theory (0.5 points): They will consist of questions proposed in lectures.

b. Additional questions in the final exam (6 points). Those students that do not reach the minimum mark required in the first part of the exam will not be allowed to continue with this second part. Students must obtain a minimum of 1.7 points in this part of the exam to pass the course through this system.

The sum of the two parts should be at least 5 in order to pass the subject.

The final exams (in both sittings and both parts) will include theoretical questions assessing the students' knowledge of the basic concepts and practical questions assessing the students' ability to put the theoretical concepts into practice. The exams may contain open and test-type questions and will require the students to have knowledge of the contents of the subject and its competences.

Assessment criteria

The students' knowledge, understanding, and abilities to use the concepts and tools in different contexts, will be evaluated. Moreover, the students' ability to integrate and summarise the acquired knowledge will be considered.

Regarding the projects, the professors will consider the troubleshooting of the cases proposed, as well as the public presentations delivered in the practical sessions and the participation in the debates.

6. Sustainable Development Goals

8 - Decent Work and Economic Growth

13 - Climate Action

16 - Peace, Justice and Strong Institutions