uc3m | Universidad **Carlos III** de Madrid

Market Analysis and Experimental Research

Academic Year: (2017 / 2018)   Review date: 04-05-2017

Department assigned to the subject: Business Administration Department

Coordinating teacher: VIDAL SANZ, JOSE MANUEL

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

OBJECTIVES

Skills to be acquired

General skills:
*CG2: Effective knowledge of other disciplines / techniques used in Marketing and Market Research.
*CG7: Ability to critical analysis and synthesis.

Specific skills:
*CE4: To learn the qualitative and quantitative tools for market research, to choose and apply the most appropriate technique to every problem, and understand the potential of computer tools in this area.
*CE5: To understand and use statistics and econometrics tools to analyze data and marketing problems through scientific models, using appropriate software.

DESCRIPTION OF CONTENTS: PROGRAMME

-Design of experiments in market research.
-Analysis and modeling of consumer preferences using "conjoint analysis".
-Development of "perceptual maps".
-Techniques for studying demand segmentation.
-Structural models with latent variable and its application to measure consumer attitudes.

LEARNING ACTIVITIES AND METHODOLOGY

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

ASSESSMENT SYSTEM

Your final grade will be assigned based on:
Participation in-class, discussion, assignments, quizzes and cases studies: 60%
Final exam: 40%.
In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible
10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

% end-of-term-examination: 40

% of continuous assessment (assigments, laboratory, practicals…):   60

BASIC BIBLIOGRAPHY

- Iacobucci, D. & Churchill, G.A. Marketing Research: Methodological Foundations., Cencage Learning, 2009

- Kline, R.B. Structural equation modeling:, New York: Guilford Press., 2010

- M. Wedel and W.A. Kamakura Market Segmentation: Conceptual and Methodological Foundations, Norwell, MA: Kluwer Academic Publishers,, 2000

- Montgomery, D.C. Design and Analysis of Experiments, Wiley, 2001

- Orme, B. Getting Started with Conjoint Analysis: Strategies for Product. Design and Pricing Research. , Madison, Wis., 2010