Empirical Market Research

Academic Year: (2019 / 2020)   **Review date: 03-04-2018**

Department assigned to the subject: Business Administration Department

Coordinating teacher: BARROSO LUDEÑA, ALICIA

Type: Electives 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
*CG1: Solid theoretical knowledge of Marketing and Market Research.
*CG2: Effective knowledge of other disciplines / techniques used in Marketing and Market Research.

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.

Learning Objectives:
¿ Bring awareness about the importance of studying consumer behaviour.
¿ Understand analytically what drives consumer decisions.

DESCRIPTION OF CONTENTS: PROGRAMME

Consumer behavior and modeling.
Brand choice models.
Analysis of time between purchases, truncation and censorship issues, consumer panels and audience rating of customers.
Microeconometrics in marketing and their use in designing marketing strategies, and CRM.
Practices with specialized software.

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

 - Franses, P. H. and R. Paap Quantitative Models in Marketing Research , Cambridge University Press, UK. , 2001

 - Hanssens, D. M; L. J. Parsons and R. L. Schultz Market Response Models: Econometric and Time Series Analysis. , International Series in Quantitative Marketing, Kluwer, Dordrecht, The Netherlands. , 2001
 - Leeflang, P. S. H., D. R. Wittink, M. Wedel and P. A. Naert Building Models for Marketing Decisions. , International Series in Quantitative Marketing. Kluwer Academic Publishers, Boston., 2000