

Marketing Research

Academic Year: (2019 / 2020)

Review date: 23-04-2019

Department assigned to the subject: Business Administration Department

Coordinating teacher: VIDAL SANZ, JOSE MANUEL

Type: Electives ECTS Credits : 5.0

Year : 2 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Marketing
Econometrics
Research Methods

OBJECTIVES

- The students will learn the standard techniques of market research, including qualitative and quantitative research methods, with emphasis on surveys design.
- The students will get familiar with marketing analytical models most commonly used in marketing science.
- The students will improve their knowledge on modern econometric tools and the way they are applied in marketing, providing the tools and explaining the reasons for their use and their statistical properties
- Upon the successful completion of this course, the attendants should have developed the ability to build models for marketing research based on real data, using statistical and econometric methods with a complete understanding of the theoretical properties of the estimators and the virtues and limitations of the used models.

DESCRIPTION OF CONTENTS: PROGRAMME

This course provides an overview of market research and quantitative methods most commonly used in marketing. Not only a theoretical knowledge is provided, but also examples from research papers will be considered, in a balance between analytical and quantitative techniques, in order to achieve reliable conclusions.

- Market research
- Marketing Modelling
- Econometric tools for marketing
- Literature review

LEARNING ACTIVITIES AND METHODOLOGY

The course involves a combination of lectures, paper discussions, exercises, and students developing an individual project.

ASSESSMENT SYSTEM

There will be assignments and research papers to develop practical skills (accounting for 40% of the grade). The final exam accounts for 60% of the grade.

WARNING: In order to pass the subject, it is compulsory to pass the final exam; otherwise the assignments graded during the course will not be computed.

% end-of-term-examination:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

BASIC BIBLIOGRAPHY

- William R. Dillon, Neil H. Firtle, Thomas J. Madden Marketing research in a marketing environment. , Irwin. , 1994

- Babin, B. J., & Zikmund, W. G. Essentials of marketing research., Nelson Education., 2015
- Lehmann, Donald R., Sunil Gupta, and Joel H. Steckel. Marketing research. , Addison-Wesley, 1998