

Academic Year: (2019 / 2020)

Review date: 13-05-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: BARROSO LUDEÑA, ALICIA

Type: Electives ECTS Credits : 6.0

Year : 4 Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Digital Marketing

OBJECTIVES

Learning objectives:

- To become skilled at basic concepts and methodologies needed to perform a marketing research study (problem proposition, sampling, collecting and analysing data, reporting findings);
- To comprehend firms' problems in order to design proper marketing research studies;
- To apply marketing research processes to real market situations, which are relevant to the firm;
- To analyze outcomes of marketing research studies in order to suggest the most appropriate strategic orientation and operational actions.

Skills objectives:

- To become familiar with a wide range of marketing research methodologies;
- To prepare reports and communicate results to an audience of company executives;
- To make use of one of the mostly diffused software's programs for marketing research;
- To participate in working groups, whose aim is to stimulate creativity and accuracy.

Attitudinal objectives:

- Curiosity towards marketing and its challenges;
- Criticism and creativity to solve managerial problems;
- Interest in applying a portfolio of diversified tools needed to draw reliable conclusions;
- Ethics, according to the international code and guidelines on market and social research defined by ICC/ESOMAR.

DESCRIPTION OF CONTENTS: PROGRAMME

- 1 Introduction to marketing research
- 2 Research system. Secondary and primary sources
- 3 Qualitative research
- 4 Quantitative research
- 5 Surveys, questionnaire design, and measurement of scales
- 6 Analysis of the results
- 7 Preparation and presentation of the report

LEARNING ACTIVITIES AND METHODOLOGY

During the course, students will participate to both theory lectures and practice sessions (based on case study discussions, problem sets solving and use of software packages at computer lab), whose aim is that of transferring conceptual and methodological knowledge.

In order to improve their personal capabilities, students will individual assignments and participate in a teamwork experience in which all steps of a marketing research study are performed.

ASSESSMENT SYSTEM

The assessment system of this course is based on two main components: 1) an individual, written exam; and, 2) a practical activities.

The final exam accounts for 60% of the course grade. Its objective is to assess whether and how much each student knows, understands and is able to put in practice the concepts and methodologies of marketing research.

The practical activity accounts for the remaining 40% of the course grade. Students are expected to

perform courseworks and participate in class. The attendance to the reduced group is required for the group coursework.

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

BASIC BIBLIOGRAPHY

- HAIR, J.F.; BUSH, R.P.; ORTINAU, D.J. Marketing Research: within a changing information environment, McGraw-Hill/ Irwin, 2003
- MALHOTRA, N. "Marketing Research: An applied Orientation", Prentice Hall, 5ª Ed. 2006

ADDITIONAL BIBLIOGRAPHY

- DILLON, W. R.; MADDEN, T. J.; FIRTLE, N. Marketing Research Within a Changing Environment, McGraw Hill. , 2004