

Qualitative Methods and Survey Analysis

Academic Year: (2020 / 2021)

Review date: 20-01-2021

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:

*CG1: Solid theoretical knowledge of Marketing and Market Research.

*CG2: Effective knowledge of other disciplines / techniques used in Marketing and Market Research.

*CG6: Ability to search and analyze information from different sources.

*CG14: Ethical commitment.

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.

Learning objectives:

¿ Develop an understanding of standard marketing research methods avoiding the most common pitfalls, through learning the material in the text and the lectures, and completing individual assignments.

¿ Use the marketing research procedures to complete research projects and written reports.

DESCRIPTION OF CONTENTS: PROGRAMME

What is Market Research? The role of market research in business management. The value of MR information. The market research process

Secondary and primary sources.

Primary research: qualitative versus quantitative research

Qualitative analysis.

Introduction to quantitative analysis.

Surveys, questionnaire design, measurement of scales.

Preparation and submission of reports.

LEARNING ACTIVITIES AND METHODOLOGY

The subjects will be bimodal 50% (synchronous online teaching in big or aggregate groups, face-to-face teaching in small groups).

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 lectures, participate and contribute to discussions.

ASSESSMENT SYSTEM

The final grade will be assigned based on:

Participation in-class discussion, 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 applies.

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

- Esteban-Bravo, M. and J. M. Vidal-Sanz Marketing Research Methods: Quantitative and Qualitative Approaches, Cambridge University Press., 2021