

Academic Year: ( 2021 / 2022 )

Review date: 31-01-2022

Department assigned to the subject: Business Administration Department

Coordinating teacher: CERVÍÑO FERNANDEZ, JULIO

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 2

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

Marketing (introduction or fundamentals)

**OBJECTIVES**

Learning objectives:

- To become skilled at basic concepts and methodologies needed to perform a marketing research study (sampling, surveying, questionnaire design, analysis of databases, etc.);
- 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**

Topic 1. Introduction to Marketing Research

1.1. Basic concepts on Marketing Research

1.2. The process of Marketing Research

1.3. Classification of Marketing Research Studies

Topic 2. Problem definition

2.1. Marketing problems

2.2. Marketing research objectives

2.3. Conceptual models

Topic 3. Exploratory, descriptive and causal research techniques

3.1. Exploratory designs: In-depth interviews and focus groups

3.2. Survey design and measurement error

3.3. Causal analysis techniques

Topic 4. Methodologies of qualitative analysis

4.1. Classification of qualitative analysis techniques

4.2. Interviews design

4.3. Content analysis

Topic 5. Methodologies of quantitative analysis

5.1. Classification of quantitative analysis techniques

5.2. Sample design

5.3. Questionnaire design

5.4. Measurement and scales

Topic 6. Univariate and bivariate hypothesis tests

6.1. Frequency, tendency and dispersion

6.2. Testing for significant differences

6.3. Testing for association

Topic 7. Multivariate techniques with SPSS

- 7.1. Preferences analysis: Conjoint analysis technique
- 7.2. Multidimensional scales and factor analysis
- 7.3. Segmentation analysis: Multiple regression, clusters and discriminant analysis
- Topic 8. Preparing a marketing research report
- 8.1. Objectives of a marketing research report
- 8.2. The written marketing research report
- 8.3. Limitations and common problems

## 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 participate in a teamwork experience (each team being composed by three to four members), by which all steps of a marketing research study are performed. At the beginning of the course, each team will receive a firm's marketing problem to face. Accordingly, students will have to: a) identify the objective of the marketing research study; b) design the most appropriate methodology; c) collect and analyze data; and, d) draw conclusions and present results of the study. For each step, a report has to be submitted to the course lecturer. Finally, at the end of the course, each team is expected to make a short presentation of obtained results to a (theoretical) audience composed of corporate executives.

## ASSESSMENT SYSTEM

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

The final exam accounts for 50% 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. Minimum grade in the exam: 3,9.

The individual assignments and teamwork exercise accounts for the remaining 50% of the course grade. Each team is expected to perform a marketing research study. Partial and final results of the study have to be disclosed by means of written reports and oral presentations. Both analytical capabilities and communication abilities will be subject to assessment and evaluation.

<b>% end-of-term-examination:</b>	50
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	50

## BASIC BIBLIOGRAPHY

- DILLON, W. R.; MADDEN, T. J.; FIRTLE, N. La Investigación de Mercados en un Entorno de Marketing, Irwin. Madrid. 4ª edición. 1997.
- HAIR, J.F.; BUSH, R.P.; ORTINAU, D.J. Marketing Research: Within a Changing Information Environment, McGraw Hill, 2004
- MALHOTRA, N. Marketing Research: An applied Orientation, Prentice Hall. 5ª Ed. 2006.
- SANCHEZ HERRERA, JOAQUIN ESTRATEGIAS Y PLANIFICACION EN MARKETING: METODOS Y APLICACIONES, PIRAMIDE (2010).
- SANTESMASES, MIGUEL (2009) DYANE. Diseño y análisis de encuestas en investigación social y de mercados. Versión 4., PIRAMIDE, 2009

## ADDITIONAL BIBLIOGRAPHY

- HAIR, J.F.; BUSH, R.P.; ORTINAU, D.J. Marketing Research: Within a Changing Information Environment, McGraw Hill. 2004.
- PEÑA, D. Análisis de Datos Multivariantes, McGraw Hill. 2002.