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Market Analysis and Experimental Research

Academic Year: (2021 / 2022)   **Review date: 30-05-2021**

Department assigned to the subject: Business Administration Department

Coordinating teacher: LEE , HYUN JUNG

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:
*CG2: Effective knowledge of other disciplines / techniques used in Marketing and Market Research.
*CG7: Ability to critical analysis and synthesis.
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 OUTCOMES
The student distinguishes between the main instruments of experimental research for the design of a marketing strategy in the company.
The student prepares essential studies for the analysis of the perception of brands by consumers.
The student applies the results of market studies for the design of marketing instruments in the company.

DESCRIPTION OF CONTENTS: PROGRAMME
-Design of experiments in market research.
-Analysis and modeling of consumer preferences using "conjoint analysis".
-Development of "perceptual maps".
-Techniques for studying demand segmentation.
-Structural models with latent variable and its application to measure consumer attitudes.

LEARNING ACTIVITIES AND METHODOLOGY
TRAINING ACTIVITIES OF THE SUBJECT
AF3 Theoretical practical classes
AF6 Group work
AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours /% face-to-face
AF3 105 105 100
AF6 145 0 0
AF7 125 0 0
TOTAL SUBJECT 375 105

TEACHING METHODOLOGIES
MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.
MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.
MD3 Resolution of practical cases, problems, etc.¿ raised by the teacher individually or in groups

MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases
MD5 Preparation of works and reports individually or in groups

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

 - Esteban-Bravo, M., & Vidal-Sanz, J. Marketing Research Methods: Quantitative and Qualitative Approaches., Cambridge: Cambridge University Press. doi:10.1017/9781108874748, 2021
 - Iacobucci, D. & Churchill, G.A. Marketing Research: Methodological Foundations., Cencage Learning, 2009

 - Kline, R.B. Structural equation modeling:, New York: Guilford Press., 2010

 - M. Wedel and W.A. Kamakura Market Segmentation: Conceptual and Methodological Foundations, Norwell, MA: Kluwer Academic Publishers,, 2000
 - Montgomery, D.C. Design and Analysis of Experiments, Wiley, 2001

 - Orme, B. Getting Started with Conjoint Analysis: Strategies for Product. Design and Pricing Research. , Madison, Wis., 2010