Markets Research

Academic Year: (2021 / 2022) **Review date: 04-06-2021**

Department assigned to the subject: Business Administration Department

Coordinating teacher: BARROSO LUDEÑA, ALICIA

Type: Electives ECTS Credits : 6.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Marketing
Statistics I
Statistics II

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

Topic 1. Introduction to Marketing Research
1.1. The process of Marketing Research
1.2. Classification of Marketing Research Studies
1.3. Problem definition
1.4. Preparing a marketing research report
Topic 2. Exploratory, descriptive and causal research techniques
2.1. Exploratory designs: In-depth interviews, Focus groups and observation
2.2. Descriptive designs: Surveys and panels
2.3. Explicative designs: Experiments and conjoint analysis techniques
Topic 3. Fieldwork and data preparation
3.1. The nature of fieldwork
3.2. Data coding
3.3. Computerized databases
Topic 4. Univariate hypotheses testing
4.1. Frequency
4.2. Tendency
4.3. Dispersion
Topic 5. Bivariate hypotheses testing
5.1. Testing for significant differences
5.2. Testing for association
Topic 6. Multivariate preferences analysis with SPSS
6.1. Multiple regression analysis

6.2. Analysis of variance and covariance (ANOVA, MANOVA, etc.)
Topic 7. Multivariate positioning analysis with SPSS
7.1. Principal components analysis
7.2. Perceptual maps
Topic 8. Multivariate segmentation analysis
8.1. Cluster analysis
8.2. Discriminant analysis

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).

During the course, students will participate to both theory lectures and practice sessions (based on case study discussions, problem sets solving and the use of SPSS software packages), 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) practical activities.
The final exam accounts for 35% 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 65% of the course grade. Students are expected to perform courseworks and participate in class. In particular, It will be considered an intermediate exam, individual courseworks, group coursework and class participation. The attendance to the reduced group is required for the group coursework.

A minimum of 4 will be required in the final exam in order to pass

% end-of-term-examination:	35
% of continuous assessment (assigments, laboratory, practicals…):	65

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 Envioronment, McGraw Hill. 2004..
- PEÑA, D. "Análisis de Datos Multivariantes", McGraw Hill. 2002.