

Advanced marketing research

Academic Year: (2022 / 2023)

Review date: 18-05-2022

Department assigned to the subject: Department of Business Administration

Coordinating teacher: CERVIÑO FERNANDEZ, JULIO

Type: Electives ECTS Credits : 6.0

Year : 4 Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Marketing
Marketing Research

OBJECTIVES

Learning objectives:

Specific Competencies

- To become skilled at basic concepts and methodologies needed to perform a marketing research study (sampling, surveying, questionnaire design, analysis of databases, etc.);
- To learn how to use market research studies as information to make marketing decisions and planning.
- To apply marketing research knowledge to any type of markets.
- To summarize market responses and its relationship with marketing objectives.

Skills objectives:

- To gain knowledge on how to do and implement a market research project, either by yourself or in a teamwork.
- To lead a research project, from design to implementation.
- Abilities to work in a group team and establish team relationships.
- Skills to establish good time management in order to implement and finish the projects on time.
- Abilities to apply market research knowledge to any specific marketing problem.

Attitudinal objectives:

- Acquire an ethical behaviour when performing marketing research projects, following the ethical guidelines on market and social research defined by ICC/ESOMAR.
- Skills to make good oral and public presentations of final project results
- Criticism and creativity to solve managerial and team work problems;
- Develop an innovation and creative attitude in the area of marketing and marketing research

DESCRIPTION OF CONTENTS: PROGRAMME

- * Marketing research and marketing decision making
- * Introduction to marketing research simulation
- * Analysis of customer decision making and market behaviour
- * Innovation diffusion models
- * Structural equation models
- * Brand value methodologies and studies
- * Financial impact of Marketing decisions

LEARNING ACTIVITIES AND METHODOLOGY

During the course, students will participate to both theory lectures and practice sessions (based on marketing research simulation and projects). Students will participate in team works to implement and develop a game simulation where they will make marketing decisions based on market research reports, research data and analysis.

Skills and competences will be developed along the semester working in a group and implementing the research simulation and the writing of the final report and its oral presentation. The research project represents a considerable work load along the semester and an important part of the final grade.

ASSESSMENT SYSTEM

The evaluation systems will be structured as follows:

55% final exam, at the end of semesters. Minium grade in the exam: 3,9

45% research simulation and final project

% end-of-term-examination:	55
% of continuous assessment (assigments, laboratory, practicals...):	45