

Marketing Research

Academic Year: (2023 / 2024)

Review date: 02-06-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: VIDAL SANZ, JOSE MANUEL

Type: Electives ECTS Credits : 5.0

Year : 2 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Marketing
Econometrics
Research Methods

OBJECTIVES

- The students will learn the standard techniques of market research, including qualitative and quantitative research methods, with emphasis on surveys design.
- The students will get familiar with marketing analytical models most commonly used in marketing science.
- The students will improve their knowledge on modern econometric tools and the way they are applied in marketing, providing the tools and explaining the reasons for their use and their statistical properties
- Upon the successful completion of this course, the attendants should have developed the ability to build models for marketing research based on real data, using statistical and econometric methods with a complete understanding of the theoretical properties of the estimators and the virtues and limitations of the used models.

DESCRIPTION OF CONTENTS: PROGRAMME

This course provides an overview of market research methods, covering:

- Marketing research: Qualitative Methods (In-depth interviews, focus groups, observation)
- Marketing research: Quantitative Methods (measurement scales, sampling, surveys and questionnaires, experiments)
- Econometric tools for marketing

LEARNING ACTIVITIES AND METHODOLOGY

The course involves a combination of lectures, and practice clases with discussion of articles, problem exercises, etc.

ASSESSMENT SYSTEM

The practice grade is based on individual tasks such as exercises, cases, and partial exams.
The final exam covers the analytical part.

% end-of-term-examination:	30
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

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

