

Academic Year: (2023 / 2024)

Review date: 29-04-2023

Department assigned to the subject: Social Sciences Department

Coordinating teacher: FERNANDEZ GONZALEZ, JUAN JESUS

Type: Electives ECTS Credits : 6.0

Year : 4 Semester :

OBJECTIVES

- A) Understand the relevance of the adoption of a marketing approach by companies, as well as the role that corresponds to the commercial management in this process.
- B) It will incorporate the main theoretical concepts and practical tools for the detection of market opportunities.
- C) You will be able to reflect on the marketing variables that allow you to guide the company towards these opportunities and establish lasting relationships with your customers.
- D) Will understand the integration and coherence that must exist between them.
- E) Information management will be trained.
- F) You will learn to synthesize the readings and to communicate it properly in written and oral form.

DESCRIPTION OF CONTENTS: PROGRAMME

- Introduction to evaluation
- Operationalization of indicators
- Techniques of social research
- Design for impact evaluation
- Statistical modelling
- Data analysis
- Interpretation
- Analysis of results

LEARNING ACTIVITIES AND METHODOLOGY

Theoretical and practical classes

ASSESSMENT SYSTEM

The final exam will represent 40% of the final grade and the continuous evaluation will represent 60% of the final grade. Extraordinary assessment: The grade of the continuous evaluation assessment is kept in the event that the student had followed it. If the student did not follow it, she/he is entitled to an exam with a value of 100% of the total grade for the subject.

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

- Leslie Gofton Business Market Research, Kogan, 1997
- Matthew Harrison, ¿Julia Cupman, ¿Oliver Truman Market Research in Practice, Kogan, 2016