



COURSE: MARKETING RESEARCH

DEGREE: BACHELLOR'S DEGREE IN TOURISM

YEAR: 3

TERM: 2

WEEKLY PROGRAMMING

WEEK	SESSION	DESCRIPTION	GROUPS		Special room for session (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINAR		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS Maximum 7 H
1	1	COURSE PRESENTATION Topic 1. Introduction to Marketing Research · Basic concepts on Marketing Research · Classification of Marketing Research Studies	X			Reading and preparing the content of theory lecture	1	
1	2	Practical Session: Introduction to the practice activity – Market research project		X		Reading and preparing the content of theory lecture	1	
2	3	Topic 2: The Market Research Process.	X			Reading and preparing the content of theory lecture	1	
2	4	Practical Session: Case analysis and discussion. Case 1.		X		Studying the content of theory lecture and discussing the case presented in class	1	
3	5	Topic 3. The sources of Market Information in the tourism sector.	X			Reading and preparing the content of theory lecture	1	
3	6	Practical Session. Revising the available databases of secondary information for tourism. Private and public databases.		X		Reading and preparing the content of theory lecture and search through different information based web pages.	1	
4	7	Topic 4 (a y b). Qualitative Research. Exploratory, descriptive and causal research techniques. Exploratory designs: In-depth interviews, focus groups and	X			Reading and preparing the content of theory lecture	1	

		observation.					
4	8	Practical Session: Presentation of proposals for marketing research studies (teamwork)		X		Preparing the presentation about marketing research studies	1
5	9	Topic 4 (c). Guide to interview methodology and sample design.	X			Reading and preparing the content of theory lecture	1
5	10	Practical Session: Presentation of proposals for marketing research studies (teamwork)		X		Preparing the presentation about marketing research studies	1
6	11	Tema 4 (d) Methodologies of qualitative analysis · Content analysis	X			Reading and preparing the content of theory lecture	1
6	12	Practical Session: Case analysis and discussion. Case 2.		X		Studying the content of theory lecture and discussing the case presented in class	1
7	13	Tema 5 (a) Methodologies of quantitative analysis · Statistical analysis.	X			Reading and preparing the content of theory lecture	1
7	14	Practical Session : Introduction to the SPSS software package		X	Computer classroom	Analyzing a database by means of the software package	1
8	15	Tema 5 (b) Sample selection techniques in questionnaires and experimental designs	X			Reading and preparing the content of theory lecture	1
8	16	Practical Session: Case analysis and discussion. Case 2.		X		Studying the content of theory lecture and discussing the case presented in class	1
9	17	Tema 5 (c y d) El diseño del cuestionario y El desarrollo de las escalas de medida	X			Reading and preparing the content of theory lecture	1
9	18	Practical Session: Analysis of different questionnaires. Most common mistakes in questionnaire design and sample selection.		X		Exercise and case resolution and work in assigned project.	1,5
10	19	Topic 6 (a). Quantitative analysis. Univariate and bivariate hypothesis tests with SPSS. · Frequency, tendency and dispersion	X			Reading and preparing the content of theory lecture	1
10	20	Practical Session: Presentation of results of qualitative analysis and preliminary results of quantitative analysis with SPSS software program.		X	Computer classroom	Analysis of market research data with SPSS software package.	1
11	21	Topic 6 (b) Quantitative analysis. Univariate and bivariate hypothesis tests with SPSS. Testing for significant differences and Testing for association	X			Reading and preparing the content of theory lecture	1

11	22	Practical Session: Bivariate data analysis with SPSS		X	Computer classroom	Analysis of market research data with SPSS software package.	1	
12	23	Topic 6 (b). Multivariate techniques and multivariate analysis interpretation with SPSS. Preferences analysis: Conjoint analysis technique, Segmentation analysis: Multiple regression, clusters and discriminant analysis	X			Reading and preparing the content of theory lecture	1	
12	24	Practical Session: Multivariate data analysis with SPSS		X	Computer classroom	Analysis of market research data with SPSS software package.	1	
13	25	Tema 6 (c) Descriptive analysis (clusters , discriminant analysis and positioning analysis. Perceptual maps · Principal components analysis. Multidimensional scales	X			Reading and preparing the content of theory lecture	1	
13	26	Practical Session: Multivariate data analysis with SPSS		X	Computer classroom	Analysis of market research data with SPSS software package.	1	
14	27	Topic 7. Preparing a marketing research report. · The written marketing research report. Limitations and common problems.	X			Reading and preparing the content of theory lecture	1	
14	28	Practical Session: Presentation of final results of marketing research studies.		X		Preparing the presentation about marketing research studies	1	
SUBTOTAL							42	+ 68 = 110
15		Tutorials, handing in, etc		X				
16-18		Assessment		X			3	
TOTAL							150	