COURSE: INVESTIGACIÓN DE MERCADOS Y OPINIÓN PÚBLICA
B.A.: SOCIOLOGY AND DOUBLE DEGREE IN SOCIOLOGY AND POLITICAL SCIENCE
YEAR: 4º
SEMESTER: 1º

WEEKLY PLANNING

WEEK	SESSION	Description of the session content	GROUP			STUDENTS' WORK DURING THE WEEK		
			Lecture	Section		Description	Hours	Maximum hours
1	1	Introduction	X			Readings	1,5	5
1	2	Section		X		Readings	1,5	
2	3	Conceptual definitions	X			Readings	1,5	5
2	4	Section		X		Readings	1,5	
3	5	Operationalization	X			Readings	1,5	5
3	6	Section		X		Readings	1,5	
4	7	Social research techniques	X			Readings	1,5	5
4	8	Section		X		Readings	1,5	
5	9	Design of impact evaluation	X			Readings	1,5	5
5	10	Section		X		Readings	1,5	
6	11	Quantitative data analysis	X			Readings	1,5	5
6	12	Section		X		Readings	1,5	
7	13	Qualitative data analysis	X			Readings	1,5	5
7	14	Section		X		Readings	1,5	
8	15	Multimethod	X			Readings	1,5	5
8	16	Section		X		Readings	1,5	
9	17	Interpretation of evaluation	X			Readings	1,5	5
9	18	Section		X		Readings	1,5	
10	19	Evaluation analysis	X			Readings	1,5	5
10	20	Section		X		Readings	1,5	
11	21	Case studies I	X			Readings	1,5	5
11	22	Section		X		Readings	1,5	
12	23	Case studies II	X			Readings	1,5	5
12	24	Section		X		Readings	1,5	
13	25	Presentations	X			Readings	1,5	4
13	26	Section		X		Readings	1,5	
14	27	Presentations	X			Readings	1,5	4
14	28	Section		X		Readings	1,5	
Partial sum							42	68
Subtotal							**110**	
15		Office hours and extra classes					10	
16-18		Study time and exams					3	27
Total hours							**150**	