



MARKET ANALYSIS

Semester: Fall 2021

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Office hours: Please, make an appointment in advance by sending an e-mail.

SHORT COURSE DESCRIPTION

The basic aim of this course is to provide an essential knowledge about marketing research methods, which is a scientific way to gather information for strategic and tactical marketing decision making. The quality of the information depends on a rigorous research planning (problem definition, research design, data collection method, questionnaire design, measurement, sampling), efficient implementation of the process (research management) a rigorous data analysis (qualitative and statistical methods), and finally reporting (clear conclusions). Both, the quantitative and qualitative approaches will be emphasized.

This course will be a mixture of lectures, class discussion, assignments, and examinations. The course is addressed to managers, the final users of marketing research, and will be oriented to show the applications to strategic marketing.

There will be a project related to material being covered in this course. The students should work on a research briefing, plan a research proposal, analyze the data and report valid conclusions.

ADVANCING YOUR KNOWLEDGE

Upon the successful completion of this course, the attendants should have demonstrated an understanding of and an ability to apply the following:

1. Develop an understanding of standard marketing research methods avoiding the most common pitfalls, through learning the material in the text and the lectures, and completing group assignments.
2. Develop the ability to use basic statistical analysis in a marketing analysis context. Specifically commonly used procedures will be reviewed, in the framework of SPSS software.
3. Use the marketing research procedures to complete research projects and written reports.
4. Students should be able to understand the role of ethics and sustainability in Market analysis.
5. Students should explain the role of digitalization in market analysis industry and activities.



LEARNING OBJECTIVES

Course Objectives	PROGRAM LEARNING OUTCOMES (see Appendix).											Evaluation Methods/instruments	
	1.1	1.2	1.3	1.4	1.5	2.1.a	2.1.b	2.2.a	2.2.b	2.3.a	2.3.b		
Develop an understanding of standard marketing research methods avoiding the most common pitfalls.	X		X	X		X	X	X	X				Lectures, class discussion, final examination and completing group assignments.
Develop the ability to use basic statistical analysis in a marketing analysis context. Specifically commonly used procedures will be reviewed, in the framework of SPSS software.	X	X						X	X				Lectures, case studies' analyses and exercises and group assignments.
Use the marketing research procedures to complete research projects and written reports.			X			X	X	X	X	X	X		Case studies' analyses, and data analysis or exercises.
Students should be able to understand the role of ethics and sustainability in Market analysis.	X		X	X									Lectures and Class discussion
Students should explain the role of digitalization in market analysis industry and activities.	X				X	X	X	X					Lectures, class discussion, data analysis and exercises.



EVALUATION CRITERIA

Final grade will be determined as follows:

- Exercises and practices: 50%
- Final exam: 50%

PRACTICES GUIDELINES:

During the course, there will be four practices in total:

1. Briefing: 5 %; (Lectures 1 and 2)
 2. Project/Proposal: 15%; (Lectures 3, 4 and 5)
 3. Data Analysis and Report 15%; (Lectures 6, 7 and 8)
 4. Presentation: 15%; (Lectures 9 y 10)
- All session will include a time to work in groups on the practices contents.

REFERENCE BOOKS

Reference material and case studies will be provided by teachers at every session.

Also, the following references are suggested as a guide, but they will not be considered as contents to be evaluated:

- Brace, I. (2018). *Questionnaire design: How to plan, structure and write survey material for effective market research*. Kogan Page Publishers.
- Lehmann, D. R., S. Gupta, and J. Steckel (1998) *Marketing Research*, Boston, Addison-Wesley, USA.
- Pallant, Julie (2020) *SPSS survival manual: A step by step guide to data analysis using IBM SPSS*. Routledge.
- Zikmund, W. G. and Babin, B.J. (2015) *Essentials of Marketing Research*, Ohio, USA: Cengage Learning.



DETAILED PROGRAM OF THE COURSE

► **Lecture 1: INTRODUCTION TO SOCIAL & MARKET RESEARCH**

- Welcome & Introduction to the Course Structure;
- Introduction to social & market research: Main concepts.
- The Research Process.
- Practice 1: Everything starts with a briefing!

Readings:

- *Guide on distinguishing market research from other data collection activities. ESOMAR world research codes & guidelines.*
- *How to commission research. ESOMAR world research codes & guidelines*
- *ICC / ESOMAR international code.*

► **Lecture 2: OVERVIEW ON SOCIAL & MARKET RESEARCH**

- Information Sources: Primary/Secondary, Internal/External.
- Quantitative & Qualitative Research.
- Case Studies.
- Present and future of Market Analysis; Digitalization.

► **Lecture 3: QUALITATIVE RESEARCH**

Introduction to qualitative techniques: practical overview.

- Classic qualitative research techniques
- Online qualitative research techniques
- Practice 2: The research proposal

► **Lecture 4: QUANTITATIVE RESEARCH I**

Commonly used methods for quantitative research

- Classic data collection systems
- New trends in quantitative data collection
- Practical session on basic data analysis using IBM SPSS

Readings:

- *SPSS Survival Manual (Julie Pallant).*



► **Lecture 5: QUANTITATIVE RESEARCH II: SAMPLING**

Sampling and survey error.

- Sampling. Calculating sampling error and sample size.
- Sources of non-sampling error.
- Weighting.
- Practical session: exercises on sampling.

► **Lecture 6: QUESTIONNAIRE DESIGN.**

- Writing a questionnaire.
- Types of questions and types of measurement scales.
- Practical session on transforming survey questions into dataset variables using IBM SPSS.

Readings:

- Brace, I. (2018). *Questionnaire design: How to plan, structure and write survey material for effective market research*. Kogan Page Publishers *Fundamentals of questionnaire writing (author)*.

► **Lecture 7: DATA ANALYSIS I.**

- Exploring statistical relationships between variables.
- Practical session on performing Chi2 test, correlations and analyses of variance using IBM SPSS.
- Practice 3: Reporting data

► **Lecture 8: DATA ANALYSIS II.**

- Advanced statistical analysis.
- Practical session on performing multivariate analysis using IBM SPSS.
- Practice 3: Reporting data (session with real data).

► **Lecture 9: TURNING DATA INTO FINDINGS.**

- Writing a report. Creating tables and charts.
- Presenting research findings.
- Practical session using IBM SPSS.
- Practice 4: The presentation

► **Lecture 10: PRESENTATION OF THE REPORT.**

- Presentation of your own research findings.