

**COURSE DATA****Data Subject**

Code	35803
Name	Fundamentals of marketing research
Cycle	Grade
ECTS Credits	4.5
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	3	First term
1330 - Degree in Business Management and Administration (Ontinyent)	Faculty of Economics	3	First term
1921 - D.D. in Business Management Administration-Law	Doubles Studies Faculty of Law - Faculty of Economics	3	Second term

Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	6 - Foundations of marketing and market research	Obligatory
1330 - Degree in Business Management and Administration (Ontinyent)	6 - Fundamentals of marketing research	Obligatory
1921 - D.D. in Business Management Administration-Law	4 - Year 3 compulsory subjects	Obligatory

Coordination

Name	Department
ROYO VELA, MARCELO	43 - Marketing and Market Research

SUMMARY

This course introduces the student into the marketing research process and its implications with the marketing decision making. In doing so, this course will cover the basic following topics: information and marketing, exploratory and descriptive research, qualitative and quantitative methods, information analysis and report preparation. Specifically, this course follows:



- To obtain a general perspective of the marketing research discipline, identifying its core and main interest areas, knowing its basic principles and methods, establishing connections among topics, and learning the marketing research jargon.
- To understand the role of marketing research in an organisation and in the society, explaining how marketing research interacts with all the functional areas within organisations.
- To develop individual and team working abilities, to improve communicational skill, and to learn to search and analyse different types of information resources.
- To analyse different marketing situations, understanding the problems an organisation may face, and suggesting surveys and actions to start solving them.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

None one required

OUTCOMES

1313 - Degree in Business Management and Administration

- Demonstrate capacity for analysis and synthesis.
- Have organisation and planning skills.
- Demonstrate oral and written communication skills in the native language.
- Be able to use ICTs in the field of study.
- Be able to analyse and search for information from different sources.
- Be able to solve problems.
- Be able to make decisions.
- Be able to work in a team.
- Have critical and self-critical capacity.
- Show commitment to ethics and social responsibility.
- Be able to learn autonomously.
- Show leadership and skills for mobilising the capacities of others.
- Show motivation for quality.
- Be able to coordinate activities.



1330 - Degree in Business Management and Administration (Ontinyent)

- Demonstrate capacity for analysis and synthesis.
- Have organisation and planning skills.
- Demonstrate oral and written communication skills in the native language.
- Be able to use ICTs in the field of study.
- Be able to analyse and search for information from different sources.
- Be able to solve problems.
- Be able to make decisions.
- Be able to work in a team.
- Have critical and self-critical capacity.
- Show commitment to ethics and social responsibility.
- Be able to learn autonomously.
- Show leadership and skills for mobilising the capacities of others.
- Show motivation for quality.
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LEARNING OUTCOMES

Be able to design and implement a market research process in order to gather information from different domestic and foreign market agents

Deal with both different research methods and gathering information techniques.

Implement different statistics techniques to obtain results from information previously gathered.

Be able to analyse results for marketing decision making.

DESCRIPTION OF CONTENTS

1. MARKET RESEARCH AND MARKETING

2. INFORMATION SOURCES AND MARKET RESEARCH

**3. EXPLORATORY RESEARCH. QUALITATIVE TECHNIQUES****4. DESCRIPTIVE RESEARCH. QUANTITATIVE TECHNIQUES.****5. QUESTIONNAIRE DESIGN.GENERAL APPROACH****6. QUESTIONNAIRE DESIGN. MEASUREMENT SCALES****7. SAMPLING AND FIELD WORK****8. UNIVARIATE AND BIVARIATE ANALYSIS****WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	22,50	100
Classroom practices	22,50	100
Attendance at events and external activities	5,00	0
Development of group work	18,00	0
Development of individual work	18,00	0
Preparation of evaluation activities	10,50	0
Preparing lectures	15,00	0
Resolution of online questionnaires	1,00	0
TOTAL	112,50	

TEACHING METHODOLOGY

The methodology used to teach and learn the theoretical concepts of this course combines the presentations given by the lecturer in the classroom with the reading and studying by the student of the recommended course book and readings. Therefore, the lecturer will present the main theoretical topics, illustrating them with up-to-date examples and developing some educational activities. At home, the student should use the course book to consolidate what has been explained in class. This task will also prepare the student to solve the surveys that will be dealt with in the practical classes.



The practical sessions will be devoted to the development of a survey that will show the real-life implementation of marketing research. Students have to participate actively and regularly in order to fully understand the application of theoretical marketing concepts. Both individually and in groups, students will have to do some of the activities programmed and hand in those reports that will be required.

EVALUATION

The course Marketing Research will be assessed according to the following criteria:

The overall grade of the course will be obtained by weighing the grades of the theoretical and the practical assessments.

The **theoretical and practical parts** will be assessed by a written examination that will cover all the topics of the course outline and will account for 2.5 points over 10. Multiple choices, short and essay questions will have to be answered. **The student must obtain a minimum of 1.25 points in this theoretical part in order to pass the course**

The **practical part** will be assessed by:

Required individual short reports and practices during the term will account for 2 points.

Requires in group reports during the term (3 reports) will account for 2,5 points

Class participation and attendance will account for 1 point.

REFERENCES

Basic

- Zikmund, W.G. (2003): Fundamentos de investigación de mercados. Thomson, Madrid.
- Trespalacios, J.A., Vázquez, R. y Bello, L. (2005): Investigación de Mercados. Métodos de recogida y análisis de la información para la toma de decisiones en marketing. Thomson, Madrid.
- Miquel, S.; Bigné, E., Lévy, J-P., Cuenca, A.C. y Miquel, M^a.J. (1997) Investigación de Mercados. McGraw Hill, Madrid.
- Aedemo (2000): La investigación en marketing. Aedemo, Madrid.
- Malhotra, N.K. y Birks, D.F. (2006). Marketing Research. An Applied Approach. Prentice Hall. New Jersey.
- Sarabia Sánchez, F. (Coord.) (2013). Métodos de investigación social y de la empresa. Pirámide. Madrid.
- Trespalacios J.A. y otros (2016). Investigación de Mercados. Paraninfo. Madrid.
- Poynter, R. (2011). The hand book of online and social media research. Tools and Techniques for market researchesrs. Wiley. Chichester, UK.
- Kuster, I. (2013). Marketing de una nueva era. Garceta. Madrid.



- Rosendo Rios, V. (2018Ç). Investigación de Mercados. Aplicación al marketing estratégico y empresarial. Esic. Madrid

Additional

- Fernández Nogales, A. (2004). Investigación y Técnicas de Mercado. ESIC, Madrid.
- Grande, I. y Abascal, E. (2000). Fundamentos y Técnicas de Investigación Comercial. ESIC, Madrid.
- Malhotra, N.K. y Birks, D. (2005): Marketing research, an applied approach. Prentice Hall, New Jersey.
- Hair, J., Bush, J. y Ortinau, D. (2010). Investigación de mercados. McGraw Hill, México D.F.
- Churchill, G. (2003). Investigación de mercados. Thomson, Madrid.
- Aaker, D., Kumar, V. y Day, G. (2001). Investigación de mercados. Limusa-Wiley, México D.F.
- Esteban, A y Molina, A (2014). Investigación de Mercados. Esic, Madrid.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

ADE degree

Because of covid19, sessions of theory will be on line in the timing established for the first semester. Sessions of practice will be in the classroom.

ADE-DCHO degree

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of **online teaching**, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, **which remain the same days and times**.

In the case of **blended teaching**, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.



In the case of **face-to-face teaching in** Double Degree in Business Administration And Management + Law, students shall attend classes during the established timetable, in classrooms where attendance does not exceed 50% of their capacity.

