

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

Code	35803
Name	Fundamentals of marketing research
Cycle	Grade
ECTS Credits	4.5
Academic year	2021 - 2022

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
CUENCA BALLESTER, ANTONIO CARLOS	43 - Marketing and Market Research

SUMMARY

The generic objective of this program is to provide the student with knowledge related to the discipline of market research, from a theoretical and applied perspective, as an instrument oriented to the development of marketing decisions and actions. It is thus intended that students come to understand the need and usefulness of Market Research within the field of Commercial Management and in any decision-making process within the organization.



Specifically, it is intended that students:

1. Understand the purpose and importance of all market research as an information instrument for subsequent commercial decision-making.
2. Acquire a broad view of the various sources of information, including online sources and those used in Big Data and Business Intelligence or Analytics
3. Gain a broad view of information gathering methods and techniques, understand the complexity of an investigation, and be aware of the breadth and usefulness of the information that can be obtained.
4. Become familiar with the software and basic data analysis techniques by combining its applied dimension and its conceptual basis.
5. You can plan and organize a complete market research through all phases of it.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Without prerequisites, although with knowledge of the operation of the company, its subsystems and in general about the market.

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.
- Be able to coordinate activities.

LEARNING OUTCOMES

At the end of the course, the student:

1. You can formulate and develop a basic market research process from technical, quality, ethical and legal approaches.
2. Is able to establish specific objectives and information needs based on the general objective and decide the design of the investigation
3. Is able to access and interpret secondary and primary sources of information, apply access techniques and procedures, and design a questionnaire
4. It is able to identify a population under study, calculate the sample size and apply sampling or selection procedures for sample units
5. He is able to carry out a basic analysis of information, to interpret the results and to write a report.
6. Know the basic functions of a data analysis program to create a file, and perform univariate and bivariate analyzes.



DESCRIPTION OF CONTENTS

1. MARKET RESEARCH AND MARKETING

- 1.1. Concept and relationship with marketing management
- 1.2. Market research process: objectives and research design (will be explained in the practical session)
- 1.3. Types of market research

2. INFORMATION SOURCES AND MARKET RESEARCH

- 2.1. Secondary off-line and on-line sources of information
- 2.2. Information sources in ecommerce and online advertising: web analytics, metrics, ratios and KPIs
- 2.3. Structured and unstructured information sources: media and social networks, Big Data and Artificial Intelligence

3. EXPLORATORY RESEARCH. QUALITATIVE TECHNIQUES

- 3.1. Nature and applications of exploratory research
- 3.2. Group Techniques: Group Dynamics
- 3.3. In-depth interviews
- 3.4. Projective techniques
- 3.5. Commercial observation
- 3.6. Neuromarketing and Virtual Reality

4. DESCRIPTIVE RESEARCH. QUANTITATIVE TECHNIQUES.

- 4.1. Nature and applications of descriptive research
- 4.2. Ad-hoc surveys I: personal, telephone, postal
- 4.3. Online ad-hoc surveys: computers, tablets and smartphones
- 4.4. Periodic surveys I: panel and omnibus
- 4.5. Periodic surveys II: tracking

5. QUESTIONNAIRE DESIGN.GENERAL APPROACH

- 5.1. Purpose and structure of the questionnaire
- 5.2. Types of questions
- 5.3. Design of online questionnaires
- 5.4. Questionnaire pretest

**6. QUESTIONNAIRE DESIGN. MEASUREMENT SCALES**

- 6.1. Purpose of the scales: measurement levels or basic scales
- 6.2. Comparative scales
- 6.3. Non-comparative scales
- 6.4. Creation and evaluation of scales

7. SAMPLING AND FIELD WORK

- 7.1. Introduction, basic concepts and sampling process
- 7.2. Probabilistic and non-probabilistic sampling methods
- 7.3. Online sampling
- 7.4. Calculation of the sample size
- 7.5. Field work

8. UNIVARIATE AND BIVARIATE ANALYSIS

- 8.1. Descriptive analysis of information
- 8.2. The cross tab
- 8.3. Hypothesis testing
- 8.4. Analysis of variance

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

From a teaching point of view, the subject has two differentiated blocks:



Theoretical classes. The theory classes will be based on the teacher's explanations (participatory lecture), on the study of the recommended basic and / or complementary bibliography, and on the participation and competence of the students to debate commercial research. To get the most out of the lecture, students are recommended to prepare each topic, for which they are encouraged to make use of the bibliography provided. Likewise, other teaching resources provided by the teacher will be used. In each of the topics, the teaching resources are structured as follows:

- **Presentations in power point (PDF).** They are used by the teacher to develop the presentation and explanation of the subject. Therefore, they must be understood as an outline of the structure of the subject and must be completed with the teacher's explanations through student notes or through basic or complementary bibliography. If its content is not supplemented, it is neither sufficient nor satisfactory as study material.
- **Basic bibliography,** in which a series of manuals are indicated that allow to adequately cover the subject in question in terms of points to be discussed and level of depth.
- **Supportive reading.** Its reading will allow the student to have a much broader and richer vision of the contents of the subject presented in class or dealt with in the basic bibliography.
- **Internet addresses,** which aim to bring the student closer to institutions, associations or magazines to get information and current and real contact on issues directly related to the subject under study.

In addition to carrying out the activities of the theoretical classes, the teacher will propose the realization of a series of complementary theoretical or theoretical-practical activities to be carried out in the classroom. Thus, teachers in order to improve class dynamics may take tests with multiple choice or objective questions, related to the content taught during the last sessions and whose content to be evaluated does not cover more than three topics of the theoretical program. In this way, information is available on the effectiveness of the learning process on the students who have attended the theoretical class.

Practical classes. Students will develop in teams (in the classroom and independently outside of class) the different phases of the commercial research process through market research projects. The teacher will propose the activities to be carried out by the students in two phases.

The *first phase*, taking as a reference a single research project (the example research), has as its main objectives that the student individually understand all the phases of the commercial research process. This first phase will be worked primarily individually by the student.

The *second phase* will address the different phases of the process taking one or more market research projects as a reference and will be carried out in groups (preferably four to five people) as indicated by the professor, evaluating each one of them.

Throughout the course, 3 partial deliveries (reports) must be presented in groups and several individual ones (one related to ethics and quality in market research and others related to the first phase of the practices to work in class). Its purpose is to help students carry out planned and sequential work and individual learning based on the development of a project, as well as to allow the teacher's guidance in the work carried out by the students and their evaluation. To carry out the group work, the concepts addressed in the theoretical classes must be applied.



The details of the activity to be carried out in each session can be found in the "Schedule" section of this program, as well as the delivery week for each of the reports. The use of tutorials is recommended as a complement to the classes and the reading of publications on the subject, available in the library, newspaper library and electronic data sources.

EVALUATION

The subject will be evaluated from the following procedure:

Theory

- 1.- A written exam, on an official date proposed by the Faculty of Economics. The exam will consist of short or objective questions, of theoretical and theoretical-practical development. The mark of this exam will weigh 30% of the usual maximum mark (10 points).
- 2.- The mark of the continuous evaluation of the theoretical contents is obtained by adding the marks achieved by the students in the multiple choice tests carried out in theory class on theoretical contents. This mark of the continuous evaluation of the theoretical contents will weigh 20% of the usual maximum mark (10 points). This part of the grade is non-recoverable and the grade will only be saved for the second call for the 2021-22 academic year.

Practice

- 3.- The practice will be evaluated from the continuous evaluation of the practical activities developed by the student during the course. These practices consist of the preparation and delivery of individual and team reports / assignments and their corresponding evaluations (online test-type tests) - see the "Methodology" section. The grades of these reports, individual work and attendance and participation in practical classes will be weighted over 50% of the final grade.

Of that 50% mark that the practical part for the subject, 40% comes from group assignments / reports, 40% from individual practices / tests and 20% from attendance and participation.

Of the set of practices, only the final group report or IG - Report 3 is recoverable on second call. Only the continuous assessment mark of the practical part will be saved for the second call of the 2021-22 academic year.

Important notes regarding evaluation:

- 1.- It is necessary to pass each of the two parts in order to pass the course:
 1. Minimum mark to be achieved in the theoretical part (exam mark + continuous assessment mark): 2.5 points.
 2. Minimum mark to be achieved in the practical part: 2.5 points. Approving the final report in group or IG - Report 3 is a necessary condition to be able to pass the course.



2.- The student who cannot attend the practical classes must inform the professor during the two weeks following the start of teaching for the 2021-2022 academic year. In these exceptional cases, the student loses the grade for group work, as well as attendance and participation, therefore, the evaluation will be as follows:

- Theory exam, whose maximum score will be 5 points out of the 10 points that can be achieved in the subject
- Practice exam, whose maximum score will be 2.5 points out of the 10 points that can be achieved in the subject.

In these cases, it is found that, to pass the course, not only is it enough that half of the grade is obtained in each of the exams, but that, together, both exams must add a minimum grade of 5 points .

3.- Those students who do not deliver any of the practices requested in a timely manner, and / or do not take the corresponding online test, assume that they renounce the continuous evaluation of the practices. In this case, your evaluation of the practical part will be carried out in the same way as for those students who have not attended practical class. That is, the student loses the grade for the group work, as well as the attendance and participation, and their evaluation of the practical part will come from a practice exam, whose maximum score will be 2.5 points out of the 10 points that can be get on the subject.

In these cases, it is found that, to pass the course, not only is it enough to obtain half of the mark in the practical exam, but also, as a whole (theory and practical), a minimum qualification must be achieved. of 5 points.

4.- The same evaluation procedure for the practical part explained in point 3 of this section regarding the non-delivery of practical will be applied to those who suspend the continuous evaluation of the practical.

ACADEMIC HONESTY AND BEHAVIOR

The conduct consisting of cheating on an exam or plagiarizing an "assessable" work (whether or not the end of the grade or the current or previous course), is contrary to the duties of the students set out in both state and internal UV regulations. The immediate consequence of this type of conduct will be, in any case, the grade with a zero and the failure of the subject, in accordance with the Regulation of Evaluation and Qualification (hereinafter REC) approved by the Government Council of May 30 of 2017 (art. 13 section 5); the University Student Statute, approved by RD 1791/2010, of December 30; and the Letter of Drets i deures dels students of the University of Valencia, approved by Agreement of the Governing Council of October 19, 1993 and modified by ACG of April 30, 1998.

All students are instructed not to use mobile phones or any other unauthorized electronic device or document. Any student who uses a mobile phone both in class, due to the existence of continuous assessment, and in the exam, will be invited to leave the classroom and will obtain a numerical grade of zero in the corresponding test (art. 13 section 6). The same type of conditions will apply to smart watch terminals or similar. The use of laptops or digital tablets is allowed for taking notes or viewing teaching material.



All the above measures will be applied regardless of the disciplinary procedure that may be initiated against the student and, if possible, the appropriate sanction according to current regulations (art. 13 section 7)

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.
- Rosendo Rios, V. (2018). Investigación de Mercados. Aplicación al marketing estratégico y empresarial. Esic. Madrid
- Hair, J.F., Ortinau, D.J. y Harrison, D.E. (2021). Principios de Investigación de Mercados (quinta edición), McGraw-Hill, Mexico.
- 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.
- Trespalacios, J.A. y otros (2016). Investigación de Mercados. Paraninfo, 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

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

Degree in Business Administration

Due to the pandemic, the theory classes will take place online synchronously, that is, at the scheduled time. The practice classes will be face-to-face.

Degree in ADE-DCHO

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

In the case of non-face-to-face teaching, classes will be taught by videoconference preferably synchronous using Blackboard Collaborate, Teams, Skype or whatever tool the teacher considers appropriate to optimize the student's teaching-learning process at the time set for the subject and the group.

In the case of blended teaching, this will consist of rotating attendance by weeks of the students with presence in the classroom in shifts according to the surname. Students from A to L will go to the classroom for a week, while the rest, from M to Z, will receive teaching from home through different teaching methodologies. The following week in reverse.

In the case of face-to-face teaching, in double degree ADE + Law, students will attend classes at the established time, in classrooms whose capacity does not exceed 50% of their capacity.