



COURSE DATA

Data Subject

Code	35803
Name	Fundamentals of marketing research
Cycle	Grade
ECTS Credits	4.5
Academic year	2024 - 2025

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 - Double Degree Program BMA and Law	Faculty of Law	3	First 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 - Double Degree Program BMA and 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.

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

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 (RD 1393/2007) // NO CONTENT (RD 822/2021)

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 different blocks:



Theoretical classes. The theoretical classes will be based on the professor's explanations (participatory master class), on the study of the recommended basic and/or complementary bibliography, and on the participation and competence of the students to debate about commercial research. To get the most out of the master class, 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 professor will be used. In each of the topics, the teaching resources are structured as follows:

Power point presentations (PDF). They are used by the professor to develop the presentation and explanation of the subject. Therefore, they must be understood as an outline of the structure of the topic and must be completed with the professor's explanations through student notes or through basic or complementary bibliography. If their content is not complemented, it is neither sufficient nor satisfactory as study material.

Basic bibliography, which indicates a series of manuals that allow adequate coverage of the subject in question in terms of points to be covered and level of depth.

Support readings. Reading them will allow the student to have a much broader and richer view of the content of the subject presented in class or addressed in the basic bibliography.

Internet addresses, which aim to bring the student closer to institutions, associations or magazines to obtain current and real information and contacts on issues directly related to the subject being studied.

In addition to carrying out the activities typical of the theoretical classes, the teacher will propose a series of complementary theoretical or theoretical-practical activities to be carried out in the classroom. Thus, in order to improve the class dynamics, teachers may carry out 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. The practical sessions will be devoted to the development of a real market research project that demonstrates the implementation of market research. Students must attend the practical classes and participate actively and regularly in order to fully understand the application of the theoretical concepts of market research. Both individually and in groups, they must carry out the scheduled activities and submit the reports requested of them.

EVALUATION

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

1. The overall grade of the course will be obtained by weighing the grades of the theory and the practice assessments. The theory part will account for 5 points and the practice part will account for 5 points as well. Students must obtain a minimum of 2.5 points in both parts in order to pass the course.
2. The theoretical part will be assessed by a written examination that will cover all the topics of the course outline. Multiple choice and/or short questions will have to be answered.
3. The practical part will be assessed by a written examination plus some reports. The practice exam will account for 3 points. Students will have to answer some short practical questions referred to the



marketing research process. Required reports will account for 2 points. (Notice: reports handed in without having attended the corresponding session, those later than the deadline and additional reports are not considered in this course). In addition, students cannot retake this part. Finally, both the exam and the reports must obtain a minimum of 50% of their maximum grade.

Alternatively, if a student cannot attend regularly the practice classes because of important reasons that should be properly justified, he/she must sit a final practice exam accounting for five points. If this is your case, please, contact your lecturer within three weeks from the beginning of the term (deadline October 3rd, 2024). Those not contacting or with non important reasons will sit for a final theoretical exam accounting for 5 points and a practice exam accounting for 3 points.

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. (2020). Marketing Research. An Applied Orientation 7ed. Pearson
- 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 researchers. Wiley. Chichester, UK.
- Kuster, I. (2013). Marketing de una nueva era. Garceta. Madrid.
- Trespalacios, J.A. y otros (2016). Investigación de Mercados. Paraninfo, Madrid.
- Luque, T. (2017) Investigación de marketing 3.0. Ediciones Pirámide. Madrid.
- McGivern, Y. (2022). The practice of market research : from data to insight. Pearson
- Hague, P. (2022). Market Research in Practice An introduction to gaining greater market insight. Kogan Page

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.
- AEDEMO (2000), Códigos y guías de ESOMAR y normas aplicables a la Investigación de Mercados. AEDEMO