

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

Code	35840
Name	Applied marketing research
Cycle	Grade
ECTS Credits	6.0
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	26 - Knowing the market and the consumer	Optional

Coordination

Name	Department
ALDAS MANZANO, JOAQUIN	43 - Marketing and Market Research

SUMMARY

Consumer and Market Intelligence subject is designed to allow students to gain insight on the key factors that condition markets and consumer behaviour. Applied Marketing Research evaluates different research designs that can be used to face real marketing managerial problems: market segmentation, brands positioning, consumer preferences, etcetera.

PREVIOUS KNOWLEDGE**Relationship to other subjects of the same degree**



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

Other requirements

Basic knowledge gained in Marketing Research fundamentals (3rd course), more specifically the general marketing research process and how to design questionnaire attending managerial marketing problems

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 solve problems.
- Be able to make decisions.
- Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.
- Be able to apply economic principles for the diagnosis and resolution of social problems such as immigration, discrimination and others that affect society and the market.
- Be able to work in a team.
- Have interpersonal skills.
- Have critical and self-critical capacity.
- Show commitment to ethics and social responsibility.
- Manage time effectively.
- Be able to learn autonomously.
- Be able to adapt to new situations.
- Show creativity.
- Show leadership and skills for mobilising the capacities of others.
- Have initiative and entrepreneurial spirit.
- Show motivation for quality.
- Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.
- Be able to coordinate activities.



- Be able to understand the mechanisms of the market, of competition and of consumers and buyers by means of analysing the information available and that obtained from any possible source, and be able to organise, control and manage the resources and commercial capacities to adapt the company's offer and messages to the needs of its clients.
- Understand the keys to the functioning of the market and the effects of its different structures.
- Be able to make decisions under certainty and uncertainty environments.
- Know the basic techniques, methods and instruments linked to behaviour analysis.
- Be able to define, solve and present complex problems systemically.
- Be able to relate the different elements that interact in the decisions of individuals.
- Understand the impact of economic, political, legal, socio-cultural, technological and environmental variables on business activity.
- Be able to identify the external client to whom the organisation is addressed.
- Be able to identify the needs of different types of customers.
- Know the main variables that affect the behaviour of different types of consumers.
- Know the main models of purchasing behaviour and how to influence them.
- Be able to develop the processes and tools for information gathering used in marketing and know the main methodologies for information analysis.
- Be able to solve complex marketing problems such as market segmentation, positioning and perception.
- Be able to take relationships with customers beyond the interchange situations.

LEARNING OUTCOMES

- Identify in a real world situation key drivers of consumer and market behaviour
- Design a research accordingly to the information needsings
- Determine objectives and information needsings
- Analyze firms and consumers to fulfill fidelization
- Measuring key drivers of consumer behaviour
- Adapt research to different industries
- Team work
- Effectively communicate the results of a marketing research
- Fullfill deadlines
- Ethical behaviour in marketing research

DESCRIPTION OF CONTENTS



1. Analytical tools to evaluate marketing actions

Statistical tools to analyze the results of experimental designs

2. Analytical tools for marketing segmentation

Description of the analytical tools we need for marketing segmentation, from questionnaire design to segments description

3. Analytical tools for positioning maps

Description of the analytical tools that help us to create positioning maps, from questionnaire design to evaluation of the competitor clusters

4. Qualitative analytical tools in marketing research

Analytical tools that are suitable to perform marketing research when the managerial problem is not an structured one

5. Quantitative-qualitative mixed tools for marketing research

Analytical tools that combine quantitative and qualitative approaches to face with non-structured managerial problems

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
TOTAL	60,00	

TEACHING METHODOLOGY

- In class. The lecturer will make an introduction of the topic based on a real world marketing research situation that will be complemented with study of the textbooks by the students.
- Lab session. A case will be presented and data delivered. Students will individually get the output from the statistical software and a preliminary discussion will take place in the lab. Groups will be formed and a discussion of the results will take place in them. The following week one of the groups will present their conclusions.



EVALUATION

1. Written examination (50%) based on a case study similar to those delivered in the lab sessions. At least a 5 over 10 is necessary in this part to average the other parts.
2. Group assignments (40%) delivered during the semester. A peer-to-peer evaluation will be mandatory and will be taken into account. This percentage cannot be incorporated to the mark in the second take of the exam in July.
3. In-class attendance and participation (10%) according to lecturer appreciation of the student commitment. This percentage cannot be incorporated to the mark in the second take of the exam in July.

REFERENCES

Basic

- Hair, J.F., Anderson, R.E., Tatham, R.L. y Black, W. (1999). Análisis multivariante. 5ª edición. Madrid: Prentice Hall
- Aldás, J. y Uriel, E. (2017). Análisis multivariante aplicado con R. Madrid: Paraninfo

Additional

- Malhotra, N.K. (2008). Investigación de Mercados: un enfoque aplicado. 5ª edición. Madrid: Prentice Hall

ADDENDUM COVID-19

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

1. Contenidos

Se mantienen todos los contenidos inicialmente programados en la guía docente para las sesiones teóricas. Se eliminan las sesiones de laboratorio del tema 5 debido a que es imposible encontrar una alternativa no presencial para conseguir el objetivo de aprendizaje.

2. Volumen de trabajo y planificación temporal de la docencia

La guía docente preveía 30 horas de clases de teoría y 30 de prácticas en el aula de las que restaba el 50% en el momento de inicio de la docencia no presencial.



Reducción de las 15 horas de clases de teoría a 10 para acortar la duración de las videoconferencias. Traslado de esas 5 horas al tiempo de aprendizaje autónomo del estudiante con los materiales subidos al aula virtual.

Mantenimiento de las 15 horas de sesiones prácticas sustituyendo la corrección de problemas en el aula por videoconferencias grabadas de resolución de ejercicios.

Mantenimiento de la planificación temporal docente tanto en días como en horario.

3. Metodología docente

Sustitución de la clase presencial por la videoconferencia síncrona mediante creación de tareas “Videoconferencia” en el aula virtual y ejecución de estas por Blackboard Collaborate el día y a la hora de la clase presencial.

Subida al aula virtual de los materiales para estas sesiones (transparencias y apuntes). Mismos materiales previstos en la guía original para la docencia presencial. Utilización del foro del aula virtual para atender las dudas al acabar la videoconferencia.

Suministro de problemas resueltos junto a problemas propuestos a entregar mediante a opción de “Tarea” del aula virtual con resolución de dudas por el sistema de tutorías establecido y presentación de la solución correcta mediante videoconferencia por Teams en el horario de la sesión de práctica.

Sistema de tutorías. Se mantiene el programa de tutorías virtuales (atención en 48 horas laborables máximo por correo electrónico) y en el horario de tutorías presenciales disponibilidad del profesor en el canal de la asignatura de Microsoft Teams

4. Evaluación

Mantenimiento de las notas resultantes de la evaluación continua obtenidas antes de la entrada en vigor del estado de alarma aunque su peso cambia.

Incremento del peso de la evaluación continua que es del 40% en la guía docente a un 75%. Se mantienen las actividades evaluables de manera continua de la guía original: resolución de problemas y de casos prácticos.

Reducción del peso del examen final pasa del 60% al 25%.

Prueba de evaluación final: Se basará en un examen con un único problema que se subirá al aula virtual como Tarea a la hora prevista para el inicio del examen. El problema tendrá el mismo enunciado, pero se generarán 10 versiones distintas del mismo modificando los datos entre versiones. La duración del examen será de 60 minutos y el enunciado deberá subirse al aula virtual con un margen de 2 minutos respecto a la hora de finalización del examen. Será la hora que figure en la actividad Tarea del aula virtual como hora de entrega la que se tenga en cuenta para entender que se ha entregado en plazo. Los estudiantes deberán estar conectados mediante videoconferencia BBC con la cámara activada y el micrófono silenciado.



Si una persona no dispone de los medios para establecer esta conexión y acceder al aula virtual, deberá contactar con el profesorado por correo electrónico en el momento de publicación de este anexo a la guía docente.

5. Evaluación

Se sustituyen los manuales recomendados por los apuntes y transparencias locutadas que se suben al aula virtual.

Se mantienen las lecturas recomendadas al ser artículos disponibles en las bases de datos que tiene suscrita la UV (requieren VPN)