

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

<b>Code</b>	35840
<b>Name</b>	Applied marketing research
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2021 - 2022

**Study (s)**

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

**Subject-matter**

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

**Coordination**

<b>Name</b>	<b>Department</b>
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 needs
- Determine objectives and information needs
- 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
<b>TOTAL</b>	<b>60,00</b>	

**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. Contents

All the contents initially programmed in the teaching guide for the theoretical sessions are maintained.

2. Volume of work and temporary planning of teachingThe teaching guide provided for 30 hours of theory classes and 30 of practical classes in the classroom. Two-hour classroom-theoretical-practical sessions are passed by thirds of the students. The assignment will be as follows. The first third of students enrolled in alphabetical order will attend in person at the time that initially corresponded to the theory session. The students who have been assigned the P1 subgroup of practices, subtracting those who are in the previous third, will go to their practice hour in person and those who have been assigned the P2 subgroup of practices, subtracting those who are the third of theory, they will also attend in person in their practice schedule.Maintenance of teaching time planning both in days and hours.3. Teaching methodologyThere will only be theoretical-practical sessions. The theory-practice split disappears. The practices will go from being in groups to being individual.4. EvaluationThe subject becomes 100% evaluated by continuous evaluation. In the second call for those students who have failed the continuous assessment, a face-to-face examination will be carried out if permitted by current health regulations in the



month of January 2021. If this is not allowed, it will be assessed through an examination sent by email.5.

Bibliography

There are no changes regarding the teaching guide

