VNIVERSITAT DE VALÈNCIA

Course Guide
35907 Market research

COURSE DATA

Data Subject	
Code	35907
Name	Market research
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Faculty of Economics	3	Second term

Subject-matter

Degree	Subject-matter	Character
1314 - Degree in International Business	25 - Market analysis and its agents	Optional

Coordination

Name	Department
CUADRADO GARCIA, MANUEL	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

OUTCOMES

1314 - Degree in International Business

- Manejo de las técnicas informáticas necesarias para el análisis de los mercados.
- Capacidad de análisis de la información primaria y secundaria sobre el mercado nacional y los mercados exteriores.
- Capacidad de elaboración de informes presentando la información obtenida para la toma de decisiones de marketing.
- Generar, alimentar y controlar el Sistema de Información de Marketing de la empresa.

LEARNING OUTCOMES

Be able to desing 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. Introduction to marketing research

1.1. Definition of marketing research
1.2. A classification of marketing research
1.3. The role of marketing research in marketing information

2. Marketing research process

2.1. Problem definition
2.2. Approach to the problem
2.3. Research design formulation
2.4. Fieldwork
2.5. Data preparation and analysis
2.6. Results presentation

3. Exploratory research

3.1. Secondary data
3.2. Focus groups interviews
3.3. Depth interviews
3.4. Projective techniques

4. Descriptive research

4.1. Observation methods
4.2. Personal survey methods
4.3. Self-administered survey methods

5. Questionnaire design

5.1. Definition and objectives
5.2. Type of questions
5.3. Question ordering
5.4. Question wording
5.5. Coding
5.6. Pretest

6. Scales of measurement

6.1. Primary scales of measurement
6.2. Comparative scaling techniques
6.3. Non-comparative scaling techniques
6.4. Scale decisions
6.5. Scale evaluation

7. Sampling and fieldwork

7.1. The sampling design process
7.2. Probability sampling techniques
7.3. Non-probability sampling techniques
7.4. Sample size determination
7.5. Data collection

8. Data analysis

8.1. Data analysis strategy
8.2. Basic data analysis
8.3. Cross-tabulation
8.4. Hypothesis testing and analysis of the variance

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Attendance at events and external activities	5,00	0
Development of group work	10,00	0
Development of individual work	10,00	0
Study and independent work	20,00	0
Readings supplementary material	5,00	0
Preparing lectures	20,00	0
Preparation of practical classes and problem	20,00	0
TOTAL	**150,00**	

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. Each part will account for 5 points. **.**

The **theoretical part** will be assessed by a written examination that will cover all the topics of the course outline and will account for 5 points over 10. Multiple choice, short and essay questions will have to be answered. **The student must obtain a minimum of 2.5 points in this theoretical part in order to pass the course**

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

A final written examination that will account for 3 points over 10. The students will have to answer several short practical questions referred to the marketing research process and real surveys. **The student must obtain a minimum of 1.5 points in the practical exam in order to pass the course.**

Course work (required short reports during the term) will account for 2.00 points. This cannot be retaken in the final exam.

Alternatively, students that cannot attend regularly the practical classes (official proof is required) should contact the lecturer/coordinator at the beginning of the term.

REFERENCES

Basic

- Malhotra, N.K. y Birks, D.F. (2006). Marketing Research. An Applied Approach. Prentice Hall. New Jersey.

Additional

- Malhotra, N.K. (2005): Basic Marketing Research. Prentice Hall. New Jersey.
- McDaniel, C. y Gates, R. (2005). Investigación de mercados. Thomson. Madrid.
- Churchil, G.A. (2003). Investigación de mercados. Thomson. 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

1. Contents

No changes from what is indicated in the guide

2. Volume of work and temporary planning of teaching

No changes from what is indicated in the guide

3. Teaching methodology

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

4. Evaluation

No changes from what is indicated in the guide

5. Bibliography

No changes from what is indicated in the guide