COURSE DATA

Data Subject

Code	36521
Name	Commercial Research in Digital Environments
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1332 - Degree in Business Intelligence and Analytics	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1332 - Degree in Business Intelligence and Analytics	18 - Investigación Comercial en Entornos Digitales	Obligatory

Coordination

Name	Department
MARIN GARCIA, ANTONIO	43 - Marketing and Market Research

SUMMARY

Commercial Research in Digital Environments is a compulsory subject in the fourth year of the Degree in Business Intelligence and Analytics (BIA). The subject analyzes the concept and development of commercial research framed in the company's information system, responsible for collecting and analyzing the necessary information for correct decision-making. To do this, it will be necessary for the student to know how to interpret the results obtained after data collection. In addition, market segmentation will be carried out based on the data obtained and the analysis of markets and brands will be deepened through techniques such as Text Mining and Eye Tracking.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

The Commercial Research in Digital Environments subject does not require prerequisites, although knowledge about the operation of the company, its subsystems and, in general, about the market is necessary. The subject continues the compulsory Digital Marketing subject in the first year, with six ECTS credits, and the Analytical and Consumer Marketing subject in the second year, with six ETCS credits, which brings students closer to the commercial function in the company.

OUTCOMES

1332 - Degree in Business Intelligence and Analytics

- Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.

- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

- Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

- Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

- Acquire basic training that can be used to learn new methods and technologies and to adapt to new situations in academic and professional areas.

- Be able to solve problems and to communicate and spread knowledge, skills and abilities, taking account of the ethical, egalitarian and professional responsibility of the activity of business intelligence and analytics.

- Be able to produce models, calculations and reports, and to plan tasks in the specific field of business intelligence and analytics.

- Be able to access and manage information in different formats for subsequent analysis in order to obtain knowledge through data.

- Be able to make autonomous decisions in digital environments characterised by the abundance and dynamism of data.

- Demonstrate skills for analysis and synthesis.

- Be able to analyse and search for information from diverse sources.

- Be able to learn autonomously.

- Be able to use ICT, both in academia and in professional practice.

- Be able to define, solve and present complex problems systemically.

- Be able to work in a team demonstrating commitment to quality, ethics, equality and social responsibility.

- Identify customer marketing information in the digital environment.

- Analyse the customer's digital information and brands.

- Apply market research techniques to digital environments.

LEARNING OUTCOMES

Introduce the student to digital marketing research, allowing them to become familiar with the basic concepts of segmentation and analysis of consumer behavior in the digital sphere.

Know and apply digital marketing research techniques: funnel analysis, attribution, text analysis and image behavior on the web.

Apply the knowledge learned in each subject to the resolution of practical cases.

Foster the analytical capacity of the student from the reading and discussion of specific articles on the contents of the program.

Being able to apply different research methods and techniques to a product or service in its digital aspect.

DESCRIPTION OF CONTENTS

1. SPSS in commercial research: Data analysis (I)

1.1. Analytics levels and their effect on competitive advantage
1.2. data sources
1.3. Data typology
1.4. Database design in SPSS

2. SPSS in commercial research: Data analysis (II)

2.1. Scale validation: reliability and validity
2.2. SPSS: Univariate Analysis
2.3. SPSS: bivariate analysis

3. Market segmentation in digital environments

3.1. Nature of market segmentation

3.2. Step-by-step market segmentation analysis

3.3. SPSS: Data segmentation

4. Management for competitive brand design

4.1. Concept and nature of brand equity

4.2. cCorporate brand

5. Customer Relationship Management (CRM)

5.1. sStrategic CRM

5.2. Elements of strategic CRM

5.3. Steps in developing a CRM strategy

6. Analysis of consumer behavior through the eye tracker

6.1.Eye Tracking

6.2. Eye Tracking data representation

6.3. Visual analysis methods

6.4 Eye tracking challenges

7. Brand sentiment analysis

7.1. Introduction to the study brand sentiment analysis

7.2. sentiment analysis

7.3. Data mining

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Computer classroom practice	30,00	100
Study and independent work	90,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

Theoretical class presence to present the essential theoretical contents of the subject.

On-site practical classes, related to problem solving, case studies, with application of techniques, oral presentations, debates, individually and/or in teams.

Supervised autonomous work based on the completion of exercises, practical cases and questions to debate or online experiments, with tutorial support.

EVALUATION

The final mark of the subject will be calculated from the average of the evaluation of the theoretical part and the practical part. **The theoretical part is equivalent to 5 points and the practical part to another 5 points.**

The theoretical part is made up of a **final theoretical exam** that will mean **40% (4 points) of the final grade**, and a **continuous evaluation in the theoretical sessions** that will mean **10% (1 point) of the final grade**.

- The final exam will include both short questions and brief case studies that will serve to assess the proper understanding of the concepts of the subject. **This part of the evaluation is recoverable in the second exam call.**
- In the continuous evaluation, the participation and the elaboration of different activities that will serve to demonstrate the acquisition of the knowledge proposed for each topic will be evaluated. **This part of the evaluation is NOT recoverable.**
- **In order for the theory mark to count towards the course average, the student must obtain a minimum of 2.5 points (out of a maximum of 5) in the theory part of the course, taking into account the final exam and continuous assessment.**

The practical part of the subject consists of a **continuous assessment** that will account for **50% (5 points) of the final grade**.

Component	Description	Weight	Recoverable
Theoretical part	**Final exam** (short theoretical questions and case studies)	**40%**	**SÍ**
Theoretical part	Attendance, participation and carrying out of proposed activities	**10%**	**NO**
Practical part	**Practice Continuous assessment** (individual and group case studies)	**45%**	**SÍ**
Practical part	Internship Attendance, participation and carrying out of proposed activities	**5%**	**NO**

REFERENCES

Basic

- Burch, M. (2021). Eye Tracking and Visual Analytics. River Publishers Series in Computing and Information Science and Technology. Inbunden, Engelska.

- Cambria, E., Das, D., Bandyopadhyay, S., & Feraco, A. (Eds.). (2017). A practical guide to sentiment analysis.

- Dierks, A. (2017). Re-modeling the brand purchase funnel. Wiesbaden: Springer Gabler.

- Dolnicar, S., Grün, B., & Leisch, F. (2018). Market segmentation analysis: Understanding it, doing it, and making it useful (p. 324). Springer Nature.

- Foroudi, M. M., & Foroudi, P. (2021). Corporate Brand Design: Developing and Managing Brand Identity. Routledge.

- Hair, J. F.; Harrison, D.E., Ajjan, H. (2022). Fundamentos de analítica de marketing. MCGrawHill.

- Mooi, E., & Sarstedt, M. (2011). A concise guide to market research: The process. Data, and Methods.