

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

Code	40072
Name	International marketing research
Cycle	Master's degree
ECTS Credits	7.5
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
2069 - M.U. Gestión de Negocios Internacionales (2007)	Faculty of Economics	1	Second term

Subject-matter

Degree	Subject-matter	Character
2069 - M.U. Gestión de Negocios Internacionales (2007)	6 - International marketing research	Optional

Coordination

Name	Department
PEREZ CABAÑERO, CARMEN	43 - Marketing and Market Research

SUMMARY

The module deals with the necessary adaptation of marketing research process to a global context: preliminary stages, secondary and primary data research, questionnaire design, sampling, data analysis and results presentation.

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

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



Other requirements

First semester module on Global Marketing Strategies

OUTCOMES

2069 - M.U. Gestión de Negocios Internacionales (2007)

- Translate into operational research objectives a marketing research problem
- Choose the best combination of secondary and primary sources to adequately face the information needing
- Develop qualitative and observational research
- Develop survey research through its different stages: questionnaire design, sampling, simple and advanced data analysis and results presentation.
- To equip students with the ability to work in groups

LEARNING OUTCOMES

By the end of the module students should be able to:

1. Translate into operational research objectives a marketing research problem.
2. Choose the best combination of secondary and primary sources to adequately face the information needing.
3. Develop qualitative and observational research.
4. Develop survey research through its different stages: questionnaire design, sampling, simple and advanced data analysis and results presentation.

DESCRIPTION OF CONTENTS

1. Nature and scope of international marketing research

2. Data collection I (Research design, secondary data, survey)

3. Data collection II (Qualitative research)



4. Data collection III (Measurement and Scaling, form design)

5. Sampling and fieldwork

6. Data Analysis

7. Report preparation and presentation

8. Ethical issues in marketing research

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	75,00	100
Development of group work	45,00	0
Development of individual work	28,00	0
Study and independent work	38,00	0
TOTAL	186,00	

TEACHING METHODOLOGY

The module will be taught in English language. The learning experience will consist of:

In-class

- Lectures, where theory, models and techniques are presented and explained
- Laboratory, where data preparation and analysis will be developed.

Weekly individual assignments



- Students should solve weekly assignments indicated by the instructor focused on that week lesson. All written work is due at the beginning of class on due date (see schedule below). No late assignments will be accepted.

One-to-group tutorials

- Research directions are provided
- Coursework directions are provided

EVALUATION

Your grade in this course will depend on several contributions with different weights, as follows: Students will be assessed through 70%-coursework and 30%-group IMR project.

- Weekly assignments (70%)
 - Assessed learning outcomes: 1 to 4
 - Individual grade
- International Marketing Research Project (30%)
 - Assessed learning outcomes: 1 to 4.
 - Team grade (max 5 students per group)
 - Peer assessment
 - Assessment on the final research report.

REFERENCES

Basic

- Malhotra, N. K. (2020). Marketing research: An Applied Orientation, Global edition. 7th edition. Pearson.



Additional

- Babin, B. J. y Zikmund, W. G. (2015). Exploring Marketing research. Cengage Learning.
- Hair Jr, J. F., Wolfinbarger, M., Money, A. H., Samouel, P. y Page, M. J. (2015). Essentials of business research methods. Routledge.
- Lawrence Silver, Robert E. Stevens, Bruce Wrenn, and David L. Loudon. (2012). The Essentials of Marketing Research, Routledge.

ADDENDUM COVID-19

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

ADDENDUM

Due to the exceptional issue of the pandemic, the international flight restrictions, and health recommendations, the teaching activity will be organized on a blended format as follows: (i) From January to mid-April, classes will be online; due to time differences classes will be in the afternoons; (ii) teachers will attend students in their contact hours, either online or offline for those students who would be able to come over; (iii) If pandemic-related restrictions are removed, the face-to-face classes will be scheduled from April 13th.