

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

Code	40110
Name	Market research project management
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
2114 - M.D. in Marketing and Market Research	Faculty of Economics	1	Second term

Subject-matter

Degree	Subject-matter	Character
2114 - M.D. in Marketing and Market Research	3 - Specialty in market research	Optional

Coordination

Name	Department
GIL SAURA, ROBERTO	43 - Marketing and Market Research

SUMMARY

In the subject Market research project management. In the first place, the necessary lines are established for the efficient development of commercial research. From the definition of the problem to be investigated to the oral presentation of the research report. Secondly, reference is made to the activities of the administrative management of the research process: management of the profitability of research as a business activity, how to monitor and control research activities (from quality control to ethics with which the investigation has been carried out). Third, specific managerial skills related to market research.

The objective of the subject is to approximate the student to the reality of the management of a commercial research project from the perspective of the processes that constitute such management.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master. This subject together with those of "Causal Research Designs", "Advanced Statistics" and "Commercial Research Techniques" make up the specialty in Market Research

OUTCOMES

2114 - M.D. in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.
- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.
- Know how to write and prepare presentations to present and defend them later.



- Ser capaces de analizar de forma crítica tanto su trabajo como el de su compañeros.
- Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.
- Conocer los procesos y protocolos de captación de información necesarios para observar y analizar de forma correcta el comportamiento de los consumidores.
- Escoger la técnica de investigación de mercados adecuada al problema planteado.
- Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.
- Diseñar y ejecutar un plan de investigación de mercados.
- Redactar documentos e informes en marketing e investigación comercial.
- Presentar documentos e informes en marketing e investigación comercial.
- Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

LEARNING OUTCOMES

1. Select and correctly use different sources of information in both traditional and electronic formats.
2. Handle and correctly interpret quantitative and qualitative data to convert them into useful information for decision making in communication.
3. Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated way.
4. Articulate an oral discourse, structured, coherent, with good diction and use of technical vocabulary.
5. Argue and argue against.
6. Select and use qualitative techniques appropriately.
7. Select and use the quantitative techniques appropriately.
8. Manage a research project.
9. Use the technical vocabulary of the subject

DESCRIPTION OF CONTENTS

1. The direction and Management of Commercial Research projects

The fundamental aspects for correct project management in the field of Commercial Research will be developed, as well as the correct presentation of research proposals

2. Project Management and Execution

The different phases of the development and execution of Commercial Research projects will be explained, as well as the design of measurement instruments adaptable to the selected administration channels

**3. Research project management software**

Integrated computer applications to implement, develop and manage Market Research projects, in all its administration modes, CATI, CAPI and CAWI

4. Commercial Research Applications

Presentation of different Commercial Research projects and their fields of application

WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	35,00	100
Theory classes	0,00	100
Attendance at events and external activities	5,00	0
Readings supplementary material	6,00	0
Preparation of evaluation activities	20,00	0
Preparing lectures	21,50	0
Preparation of practical classes and problem	37,50	0
TOTAL	125,00	

TEACHING METHODOLOGY

Theoretical classes participatory master class

Development of projects with debate or directed discussion

Expert conferences

Workgroup

Evolutionary case study resolution (proposal + design + field + analysis + report) throughout the module.

Continuous assessment

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

Continuous evaluation (100%)

- Assistance and participation in workshops (10%)
- Research proposal (25%)
- Measuring instrument (30%)
- Results report (35%)



If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.

REFERENCES

Basic

- Báez, J. (2007), Investigación cualitativa. Madrid: ESIC.
- Domingo, A. (2000), Dirección y Gestión de Proyectos. RA-MA.
- Hawkins, D. y Tull, D. (1993), Essentials in Marketing Research. MacMillan.
- Malhotra, N. (2004), Investigación de Mercados. Un enfoque aplicado. Pearson-Prentice Hall. 4ª edición.
- Martínez, J.; Martín, F.; Martínez, E. y Vacchiano, C. (2000), La Investigación en Marketing. Tomos I y II, AEDEMO.
- Richards, L. (2005), Handling qualitative data: a practical guide. Thousand Oaks: Sage.
- Zikmund, W. (2003), Fundamentos de Investigación de Mercados. Thomson.
- Churchill, G. (2003), Investigación de Mercados. 4ª edición. Thomson.
- Estrella-Ramón, A.; Jiménez-Castillo, D.; Iniesta-Bonillo, M.A. (2019) Estructura, elaboración y desarrollo de proyectos de investigación de mercados. Vol. 29. Universidad de Almería.

Additional

- Bazeley, P. (2007), Qualitative data analysis with NVivo. Thousand Oaks: Sage.
- Callejo, J. (2001), El grupo de discusión: introducción a una práctica de investigación. Barcelona: Ariel.
- ESOMAR-AEDEMO (2000), Códigos y guías de ESOMAR y normas aplicables a la Investigación de Mercados. AEDEMO.
- Kvale, S. (1996), Interviews: an introduction to qualitative research interviewing. London: Sage.
- Múria, J. y Gil, R. (1998), Preparación, Tabulación y Análisis de Encuestas -para Directivos. Esic.
- Suárez, M. (2005), El grupo de discusión: una herramienta para la investigación cualitativa. Barcelona: Laertes.
- Chapman, Chris, and Elea McDonnell Feit. (2015). R for marketing research and analytics. New York, NY: Springer.



ADDENDUM COVID-19

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

The teaching of the 2020-2021 academic year to which this Teaching Guide refers is scheduled in face-to-face mode.

If at any time, during the course, for justified and supervening reasons it could not be carried out as planned, the responsible teaching staff will communicate more specific and detailed information about the changes that should be made through the Virtual Classroom of the subject.

Given the possibility of quarantine of some students or confinement of the population, the possibility of teaching distance learning by synchronous methods is contemplated, allowing the full development of the program. The appropriate measures will be taken if necessary, to facilitate access to the training sessions of any student who has to observe quarantine unexpectedly throughout the course.