



## COURSE DATA

### Data Subject

<b>Code</b>	40113
<b>Name</b>	Market research techniques
<b>Cycle</b>	Master's degree
<b>ECTS Credits</b>	5.0
<b>Academic year</b>	2022 - 2023

### Study (s)

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Faculty of Economics	1	Second term

### Subject-matter

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	3 - Specialty in market research	Optional

### Coordination

Name	Department
SERIC, MAJA	43 - Marketing and Market Research

## SUMMARY

The Commercial Research Techniques subject presents the characteristics and procedures of application of various commercial research techniques of a quantitative and qualitative nature. He divided into two blocks. In the first, aspects of increasing relevance in the quantitative commercial research related to the design of the research, the measurement process, the Measurement of attitudes and the use of secondary sources. In the second, referring to the qualitative techniques, exposes the characteristics, design and main strategies of qualitative research; the techniques of observation, the discussion group and the in depth interview; and the manual and computer-assisted procedures for qualitative data analysis. That subject concludes with a section designed to present strategies for the articulation of quantitative techniques and qualitative in a commercial investigation.

The purpose of this subject is to present from a theoretical-practical approach different tools of research, mainly of a qualitative nature.



## 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.

## COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

### 2114 - Master's Degree 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.
- Be able to integrate new technologies in their professional and/or research 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 seleccionar y desarrollar en su defecto herramientas de análisis del mercado.
- Escoger la técnica de investigación de mercados adecuada al problema planteado.
- 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 (RD 1393/2007) // NO CONTENT (RD 822/2021)**

- 1.- Select and correctly use different sources of information both in traditional format as electronic.
- 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 an understandable way organized, documented and illustrated.
- 4.- Articulate an oral, structured, coherent speech, with good diction and use of vocabulary technical.
- 5.- Argue and counter-argue.
- 6.- Plan and direct a focus group.
- 7.- Plan and conduct an in-depth interview.
- 8.- Select and use qualitative techniques appropriately.
- 9.- Use the technical vocabulary of the subject

## **DESCRIPTION OF CONTENTS**

### **1. The qualitative interview**

- a. The qualitative interview as a research technique
- b. Types of qualitative interviews
- c. The design of studies through qualitative interviews
- d. Conducting the qualitative interview
- e. Phases of the qualitative interview



## 2. Focus Groups

- The discussion group as a research technique
- Aspects of planning and design of a study with discussion groups
- The selection and recruitment of participants
- The moderator and moderation tasks
- Realization and phases of a discussion group
- Guidelines for the performance of qualitative data analysis
- The report of qualitative results

## 3. Observation, creative and projective techniques

- Observation techniques
- Creative process
- Creativity techniques
- Projective tests
- Association techniques
- Phrase completion techniques

## 4. Quantitative analysis

- Design of the investigation
- The measurement process
- The measurement of attitudes

## 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
<b>TOTAL</b>	<b>125,00</b>	



## TEACHING METHODOLOGY

Theoretical classes participatory master class

Resolution of practical cases

All activities are NOT recoverable.

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

## EVALUATION

Final exam - 0%

Group work - 30%

Delivery of assignments within the established deadlines - 60%

Oral presentation - 10%

All evaluation activities are NOT recoverable. They are divided into two blocks: Topics 1 and 2 on one side (5 points) and Topics 3 and 4 on the other (5 points). It is mandatory to reach a minimum of 50% of the grade in each of the two blocks to pass the course. It is strongly recommended to attend all the classes.

## REFERENCES

### Basic

- Seric, M. (2018). Content analysis of the empirical research on IMC from 2000 to 2015. *Journal of Marketing Communications*, 24 (7), 647-685.
- Llopis Goig, R. (2004). *Grupos de discusión. Manual de aplicación a la investigación social, comercial y comunicativa*. Madrid: Editorial Esic.
- Bigné, J.E., Aldás, J., Küster, I. y Vila, N (2002). The concept mapping approach in marketing: an application in the travel agencies sector. *Qualitative Market Research*, vol. 5, nº2, pp. 87-95.
- Malhotra, N.K. (2008). *Investigación de Mercados: un enfoque aplicado*. 5ª edición. Madrid: Prentice Hall.
- Csikszentmihalyi, M. (1998). *Creatividad, el flujo y la psicología del descubrimiento y la invención*. Barcelona, Paidós.
- Margheritis, M.L. y Santangelo, M.A. (2008). *Las técnicas de creatividad. Un enfoque sobre su utilidad*.





- Valles, M .S. (2002). Entrevistas Cualitativas. Centro de Investigaciones Sociológicas, Madrid.
- Gordo, A. J. y Serrano, A. (2008). Estrategias y prácticas cualitativas de investigación social. Madrid.Pearson-Prentice Hall.

#### **Additional**

- Callejo, J. (2001): El grupo de discusión: introducción a una práctica de investigación. Barcelona:Editorial Ariel
- Gutiérrez Brito, J. (2008): Dinámica del grupo de discusión. Centro de Investigaciones Sociológicas, Madrid.
- Valles, M. S. (2003): Técnicas cualitativas de investigación social. Reflexión metodología y práctica profesional. Madrid, Síntesis.