



COURSE DATA

Data Subject

Code	40113
Name	Market research techniques
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2024 - 2025

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 application procedures of various research techniques applied to marketing. The course consists of three main topics divided into three blocks. The first theme focuses on new trends in business research techniques, specifically the application of neuroscience techniques to marketing and the use of GPT chat and artificial intelligence in business research. This topic concludes with the analysis of large volumes of data - Big Data. The second theme is focused on qualitative research techniques, specifically, the qualitative interview, the focus group and other recent qualitative techniques. The third theme delves into an observation technique - content analysis of digital sources- and explains different creative and projective techniques applied to digital marketing, with emphasis on association, completion and expressive techniques. All in all, the purpose of the Commercial Research Techniques subject is to present different research tools from a theoretical-practical approach, 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. New trends in marketing research techniques

- 1.1. Application of neuroscience techniques to marketing
- 1.2. The use of secondary sources: GPT chat and artificial intelligence
- 1.3. Analysis of large volumes of data and data generated automatically or by users



2. Qualitative techniques

- 2.1. Characteristics of qualitative techniques
- 2.2. Fields of application of qualitative techniques in market research
- 2.3. Project and planning of a market study with qualitative techniques
- 2.4. The semi-structured interview
- 2.5. The focus group (discussion group)
- 2.6. Other qualitative techniques and recent developments
- 2.7. Qualitative data analysis
- 2.8. The report of a qualitative study

3. Observation, creative and projective techniques applied to digital marketing

- 3.1. Content analysis of digital sources
- 3.2. Creative process
- 3.3. Creative techniques for innovation
- 3.4. projective tests
- 3.5. association techniques
- 3.6. completion techniques
- 3.7. expressive techniques

WORKLOAD

ACTIVITY	Hours	% To be attended
Computer classroom practice	35,00	100
Seminars	5,00	100
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

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 - 25%

Group work - 25%

Attendance and participation - 15%

Delivery of practices within the established deadlines - 25%

Oral presentation - 10%

All evaluation activities are NOT recoverable. It is mandatory to achieve a minimum of 50% of the grade in each of the blocks to pass the course. Students are encouraged to attend all classes

REFERENCES

Basic

- 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.
- Burns, A. C. & Veeck A. (2020). *MARKETING RESEARCH 9^{ed}*. Pearson Education, Inc. New York
- Casado Aranda, L. A.; Sánchez Fernández, J.; Bigne, E. & Smidts, A. (2023). The application of neuromarketing tools in communication research: A comprehensive review of trends. *Psychology & Marketing* 1-20, <https://doi.org/10.1002/mar.21832>
- Gibbs, G. (2013). *El análisis de datos cualitativos en investigación cualitativa (Vol. 6)*. Ediciones Morata
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- Hernando, S. V., de Bedoya, A. M., & Sanz, M. J. M. (2020). *Investigación de mercados en entornos digitales y convencionales: Una visión integradora*. ESIC Editorial
- Llopis Goig, R. (2004). *Grupos de discusión. Manual de aplicación a la investigación social, comercial y comunicativa*. Madrid: Editorial Esic.
- Maison, D. (2019). *Qualitative Marketing Research. Understanding Consumer Behaviour*. Routledge, London & New York
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- Rajogopal (2019). *Qualitative Marketing Research. Understanding How Behavioral Complexities Drive Marketing Strategies*. Business Expert Press, *M–arketing Collection*, Naresh Malhotra, Editor
- Wright, L. T., Moutinho, L., Stone M. and Bagozzi R. P. (2021). *THE ROUTLEDGE COMPANION TO MARKETING RESEARCH*. Routledge, London & New York



Additional

- Bigne, E.; Ruiz, C.; Perez-Cabañero, C. & Cuenca, A.C. (2023). Are customer star ratings and sentiments aligned? A deep learning study of the customer service experience in tourism destinations. *Service Business* 17, 281314.
- eri, M. (2018). Content analysis of the empirical research on IMC from 2000 to 2015. *Journal of Marketing Communications*, 24 (7), 647-685
- eri, M., & eri, M. (2021). Sustainability in hospitality marketing during the COVID-19 pandemic. Content analysis of consumer empirical research. *Sustainability*, 13(18), 10456.