

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

Code	40114
Name	Design of causal research
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2020 - 2021

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
CURRAS PEREZ, RAFAEL MARTIN	43 - Marketing and Market Research

SUMMARY

The Causal Research Designs subject analyses different types of research designs according to their possibilities in terms of making causal inferences. In the first place, the subject provides the essential structure to understand the necessary conditions to make causal inferences, by exposing the principles of experimental and quasi-experimental design and the configuration aspects of those designs. Second, the main applications in the field of commercial research are presented in relation to aspects of concept, brand, attributes, packaging, communication, etc. The objective of the subject is to present to the student the concept and the conditions of the causality, to introduce him / her to the logic of the experimentation, as well as to present the differences between experimental and quasi-experimental designs



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.

The previous knowledge is that of access to the Master.

This subject together with those of "Causal Research Designs", "Advanced Statistics" and "Management of Commercial Research Projects" 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.
- 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

- 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, structured, coherent speech, with good diction and use of technical vocabulary.
- 5.- Argue and counter-argue.
- 6.- Select and use the quantitative techniques appropriately.
- 7.- Design and apply quasi-experimental techniques.
- 8.- Use the technical vocabulary of the subject

DESCRIPTION OF CONTENTS

1. Topic 1. The logic of experimental research

- 1.1. The concept and conditions of causality
- 1.2. Causality and experimentation

2. Topic 2. Basic concepts about experimentation

- 2.1. Types of variables
- 2.2. Principle of optimization
- 2.3. Experimental control
- 2.4. Estadistic control
- 2.5. Validity in the investigation
- 2.6. Differences between experimental and quasi-experimental designs



3. Topic 3. Main types of experimental and quasi-experimental designs

- 3.1. Experimental designs
- 3.2. Quasi-experimental designs

4. Topic 4. Analysis of data applicable to the main designs

- 4.1. Test t
- 4.2. ANOVA
- 4.3. ANCOVA

5. Topic 5. Applications of experimental and quasi-experimental designs in the field of market research

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
Discussion of articles (readings)
Problems

EVALUATION

The evaluation will consist in the presentation of a group work on a problem of marketing research applied in a context of a company with which the group has contact, which will consist of the following phases: Research design, DATA COLLECTION, ANALYSIS-RESULTS and CONCLUSIONS, with the following weights:



The DESIGN, DATA COLLECTION and CONCLUSIONS block (30% of the final grade), ANALYSIS-RESULTS and CONCLUSIONS (30% of the final grade).

The PARTICIPATION and ASSISTANCE TO CLASS (10%), the delivery of PRACTICES (20%) and its ORAL PRESENTATION (10%) will be valued.

REFERENCES

Basic

- Grande Esteban, I., y Abascal Fernández, E. (2014). Fundamentos y técnicas de investigación comercial. ESIC
- Malhotra, N. K. (2010). Marketing research: An applied orientation. Pearson Education.
- Ortega Martínez, E. (1998): Manual de Investigación Comercial. Pirámide.
- Ledolter, J. Y Swersey, A. (2007). Testing 1 - 2 - 3: Experimental Design with Applications in Marketing and Service Operations. Stanford Business Books, Standford, CA.
- Myers, J.L., Wells, A.D. y Lorch, R.F. (2010). Research design and statistical analysis. 3ª edición. Routledge Academic.

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 Guide refers is scheduled in face-to-face mode. If at any time, during the course, for justified and supervening causes it cannot 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.