

## MARKETING RESEARCH (2017-18)

### GENERAL INFORMATION

Code 22018

ECTS Credits 6

#### Departments and areas

Department	Area	Area	Report R.
MARKETING	MARKETING AND MARKET RESEARCH	YES	YES

#### Studies

DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT

DOUBLE DEGREE IN LAW + ADE (DADE)

DOUBLE DEGREE IN TOURISM AND BUSINESS ADMINISTRATION AND MANAGEMENT

DOUBLE DEGREE IN COMPUTER ENGINEERING AND BUSINESS ADMINISTRATION

#### Context of subject

This module of the Degree of Business and Administration (ADE) provides the student the basic tools to an appropriate guidance and management of the market research within the firm, which means: summarizing, identifying, gathering and analyzing information for marketing strategy and tactics. The proper application of market research allows achieving, more efficiently, corporate and marketing objectives of the firm, as well as keeping the right way for the firm from a legal and ethical point of view.

This module is included within Business Economy, closely related to other subjects of Strategic Management, Finance and Accounting, of preceding or posterior years. Moreover, it is related to other subjects of Marketing, since it develops gathering information techniques, presented in Introductory Marketing (Introducción al Marketing), which are useful in the decision processes studied in the mandatory subjects: Marketing Management (Dirección de Marketing) and Strategic Marketing (Marketing Estratégico), and in the elective subjects: Comercial Distribution (Distribución Comercial), Marketing Communication (Comunicación en Marketing), Sales Management (Dirección de Ventas) and International Marketing (Marketing Internacional).

## OBJECTIVES

### Subject objectives/competences (2017-18)

· Cognitive objectives (OC):

OC1. Understand the goal of marketing research and the specific features of the marketing research sector.

OC2. Be aware of the stages of marketing research process.

OC3. Be aware of the sources and methods to gather information, taking into account the difficulties and the richness of the information.

OC4. Understand the foundations of sampling methods and field work, in order to determine the sample size, as well as, to organize the activities to reach such elements.

OC5. Be aware of data analysis techniques to develop data exploitation skills.

· Instrumental objectives (OI):

OI1. Define precisely a research problem.

OI2. Find relevant information related to a research problem and choose the appropriate research design, in order to deliver an ethical and professional research proposal.

OI3. Define the qualitative marketing research techniques and analyze its results.

OI4. Construct a questionnaire, selecting items, its order and the scales of measurement, as well as the pretest.

OI5. Design a commercial experiment and interpret its results.

OI6. Choose the appropriate sampling method according to the marketing problem; identify the target population, the sample framework, the sample size and the sampling error.

OI7. Select and apply the suitable statistical techniques according to the marketing problem, and interpret its results.

· Attitudinal objectives (OA):

OA1. Objectively analyze a business problem and act rationally to solve it.

OA2. Respect the professional moral code and the current regulations.

OA3. Be able to work in groups and collectively overcome problems.

OA4. Achieve sufficient social and communicative skills.



## CONTENTS

### Theoretical and practical contents (2017-18)

Part 1. Foundations of Marketing Research

Chapter 1. Introduction to marketing research

Chapter 2. The marketing research process

Part 2. Data gathering

Chapter 3. Information sources

Chapter 4. Exploratory research: Qualitative methods and observation

Chapter 5. Descriptive research: Survey methods

Chapter 6. Questionnaire design

Chapter 7. Causal research: Commercial experimentation

Part 3. Basic issues on sampling and field work

Chapter 8. Sampling methods

Chapter 9. Field work and data preparation

Part 4. Information analysis

Chapter 10. Univariate and bivariate statistical analysis

## EVALUATION

### Instruments and criteria of Evaluation 2017-18

First assessment period –ordinary assessment C3- (June):

The method of assessment of the subject is “continuous” and considers 10 points. To PASS the subject the student requires a minimum of 5 points. The final grade is calculated as follows: 20% 1st theory-practice partial exam, 20% 2nd theory-practice partial exam, 10% active participation and, 50% Final exam. The 1st and 2nd theory-practice partial exams will be in March and May within the practical sessions for each group. In order to pass the subject (module) the student is required to have at least 4 points (out of 10) in the average grade of both theoretical-practical written assessments.

The final exam will be a 50-question multiple-choice exam. Every wrong answer penalizes one third of a correct answer (unanswered questions will not penalize correct answers). The formula to calculate the multiple-choice exam (over 10) is:  $[(\text{number of correct answers}) - (\text{number of incorrect answers}/3)] \times [10/\text{total number of questions}]$ . A minimum of 4 points is needed to pass the subject.

Second assessment period –extraordinary assessment C4- (July):

The student has three assessment options, and can decide it in the same day of the exam.

Option 1: The student decides to keep the 50% grade of: 1st and 2nd theory-practice partial exams and active participation, obtained during the term. In this case, the final grade is this 50%, plus another 50%, coming from the 30 question multiple-choice exam (done in July). In order to pass the subject (module) the student is required to have at least 4 points (out of 10) in the average grade of both theoretical-practical written assessments. And a minimum of 4 points in the final exam is needed to pass the subject.

Option 2: It is recommended for students with low grades in 1st and 2nd theory-practice partial exams and active participation; or for student which have not been assessed in 1st and 2nd theory-practice partial exams and active participation (not attending to these exams). The final grade is calculated as follows: 50% a 20 question multiple-choice exam (to assess “continuous evaluation” part) and 50% a 30 question multiple-choice exam (July final exam). A minimum of 4 points out of 10 is required in the extraordinary exam (part of continuous assessment) to pass the subject. And a minimum of 4 points in the final exam is needed to pass the subject.

In option 3 the student will keep the grade of the final exam of June (C3). The student's final grade will be obtained by retaking the continuous assessment (50% weighting), which will consist of 20 test-type questions and the final exam of the June exam (50% weighting). A minimum grade of 4 points (out of 10) is required in the continuous assessment retake in order to pass the subject.

Type	Criterion	Description	Ponderation
FINAL TEST	Objective multiple-choice exam: theory and practice questions	Final Exam	50
ACTIVITIES OF EVALUATION DURING THE SEMESTER	Objective exam with: short-answer theory questions, long-answer questions, questions based on case-studies, questions related to practical exercises or combination of the previous.	1st theory and practice partial exam	20
ACTIVITIES OF EVALUATION DURING THE SEMESTER	Objective exam with: short-answer theory questions, long-answer questions, questions based on case-studies, questions related to practical exercises or combination of the previous.	2nd theory and practice partial exam	20
ACTIVITIES OF EVALUATION DURING THE SEMESTER	Active and frequent class-participation is assessed (participative attitude), as well as the quality of the contributions.	Active participation	10

