

SUBJECT TEACHING GUIDE

G907 - Market Research

Double Degree in Physics and Mathematics
Degree in Business Administration and Management
Degree in Mathematics
Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Double Degree in Physics and Mathematics Degree in Business Administration and Management			Type and Year	Optional. Year 5 Compulsory. Year 3
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: Market Research Mention in Economics, the Enterprise and Financial Markets Module: Training in Marketing				
Course unit title and code	G907 - Market Research				
Number of ECTS credits allocated	6	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	HECTOR SAN MARTIN GUTIERREZ				
E-mail	hector.sanmartin@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO PROFESORES ASOCIADOS Y FORMACION (C230)				
Other lecturers	LUIS VELLIDO ESCUDERO JESUS COLLADO AGUDO MARIA LUISA GALLO ALEGRIA				

3.1 LEARNING OUTCOMES

- To know the nature and scope of a marketing research
- To know the implementation of a marketing research.
- To know the use of statistic techniques for data analysis: univariate, bivariate and multivariate techniques.

4. OBJECTIVES

To understand the role of marketing research as a tool for businesses
 To know the application of qualitative research techniques
 To know the design of quantitative research techniques
 To know how to apply different techniques for data analyses: univariate, bivariate and multivariate techniques
 To know the structure and content of a marketing research report

6. COURSE ORGANIZATION

CONTENTS

1	THEMATIC 1: CONCEPT AND CONTENT OF MARKETING RESEARCH Theme 1. The information to support marketing decisions Theme 2. The Methodology of a marketing research Theme 3. The marketing research report
2	THEMATIC 2: QUALITATIVE AND QUANTITATIVE METHODS Theme 4. Qualitative research methods Theme 5. Quantitative research methods Theme 6. Sampling plan in quantitative research
3	THEMATIC 3: DATA ANALYSIS Theme 7. Univariate and bivariate analysis Theme 8. Causal analysis Theme 9. Multivariate analysis: interdependence methods

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Teamwork (35.0%)	Work	No	Yes	35,00
Test exam (60.0%). The minimum required mark is 3.5.	Activity evaluation with Virtual Media	No	Yes	60,00
Individual practices (5.0%)	Laboratory evaluation	No	No	5,00
TOTAL				100,00
Observations				
For those students with a overall mark less than 5.0, the extraordinary exam will consist of a theoretical and practical test.				
Observations for part-time students				
The exam will include both theoretical and practical issues.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

BELLO, L.; VÁZQUEZ, R Y TRESPALACIOS, J.(2005):Investigación de Mercados. Thomson. Madrid