

SUBJECT TEACHING GUIDE

M237 - Questionnaire Construction and Survey Analysis

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	M237 - Questionnaire Construction and Survey Analysis				
Number of ECTS credits allocated	2,5	Term	Semester based (1)		
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					

3.1 LEARNING OUTCOMES

- Students will learn the guidelines in the desing of a survey questionnaire. In addition, they will know how to develop a database on a survey software.

4. OBJECTIVES

- Know how to design a survey questionnaire in accordance with the research purpose.
- Know how to handle the different measurement scales.
- Learn to develop a database on a survey software

6. COURSE ORGANIZATION	
CONTENTS	
1	Topic 1. Survey research 1.1 Introduction 1.2 Types of surveys 1.3 Sampling plan
2	Topic 2. Survey questionnaire 2.1 Structure and recommendations 2.2 Types of questions 2.3 Measurement scales 2.4 On-line surveys
3	Topic 3. Survey software 3.1 Introduction 3.2 Variables 3.3 Software menus

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Individual exam	Written exam	No	Yes	50,00
Team work	Work	No	Yes	35,00
Individual participation	Others	No	No	15,00
TOTAL				100,00
Observations				
<ul style="list-style-type: none"> - Individual exam: a multiple choice test. - Team work: presentation of a team work. - Individual participation. 				
Observations for part-time students				
Their evaluation will consist of an exam and an individual work.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
BASIC
Trespalacios, J., Vázquez, R. y Bello, L. (2005): Investigación de mercados. Métodos de recogida y análisis de la información para la toma de decisiones en Marketing. Thomson. Madrid.