

## SUBJECT TEACHING GUIDE

### M264 - Advanced Techniques for Market Research

Master's Degree in Business Administration  
 Master's Degree in Marketing Management (Tourism Businesses)  
 Master's Degree in Business and Information Technologies  
 Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Master's Degree in Business Administration Master's Degree in Marketing Management (Tourism)			Type and Year	Optional. Year 1 Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Research Orientation Subjects: Lines of Research				
Course unit title and code	M264 - Advanced Techniques for Market Research				
Number of ECTS credits allocated	5	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	ANGEL HERRERO CRESPO
E-mail	angel.herrero@unican.es
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO PROFESORES ASOCIADOS Y FORMACION (C230)
Other lecturers	JOSE MANUEL FERNANDEZ POLANCO MARIA DEL MAR GARCIA DE LOS SALMONES SANCHEZ JESUS COLLADO AGUDO HECTOR SAN MARTIN GUTIERREZ ANDREA PEREZ RUIZ

### 3.1 LEARNING OUTCOMES

- The aim of this course is to provide a wide perspective of the newest trends in marketing research. Concretely, the main research lines related to distribution channels, service management and customer relationship are explained. Special attention is given to the study of the statistical techniques more suited for data analyses in function of the approach of the research.

#### 4. OBJECTIVES

1. Knowing in depth the main lines in marketing research.
2. Knowing the theoretical and statistical fundaments of the advanced quantitative research techniques.
3. Obtaining the capacity to use advanced quantitative research techniques with specific software.

#### 6. COURSE ORGANIZATION

##### CONTENTS

1	1. Lines of research in marketing and advanced techniques for marketing research.
2	2. Proposals for scientific researching and publishing in marketing
3	3. Content-analysis methodologies
4	4. Logistic regression models
5	5. Validation of measurement scales (psychometric properties and validation procedures)
6	6. Structural Equation Modelling (SEM)

#### 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Practical work (individual)	Work	No	Yes	100,00
<b>TOTAL</b>				<b>100,00</b>
<b>Observations</b>				
The evaluation of this subject will be done through practical pieces of work in which the student must apply the different research methodologies that are explained in the subject.				
In general, the practical pieces of work (4) will consist of reading scientific papers and solving problems or questions related to them. The final qualification will be calculated as the average of the qualifications for each or the practical pieces of work.				
<b>Observations for part-time students</b>				
Students enrolled part-time will be evaluated through an individual practical work according to a script established in the subject.				

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

### BASIC

Materiales docentes de clase (diapositivas power point) accesibles a través del Aula Virtual.

- BAGOZZI, R.P. Y YI, Y. (1988): "On the Evaluation of Structural Equation Models". *Journal of the Academy of Marketing Science*, Vol. 16, nº1, pp. 74-94.
- BAGOZZI, R.P. (1994). *Principles of Marketing Research*. Basil Blackwell Ltd.
- BELLO, L.; VÁZQUEZ, R y TRESPALACIOS, J.A. (1996): *Investigación de Mercados y Estrategias de Marketing*. Cívitas. Madrid. Segunda Edición. Cap. 10.
- BISQUERRA ALCINA, R. (1989): *Introducción Conceptual al Análisis Multivariable. Un Enfoque Informático con los Paquetes SPSS-X, BMDP, LISREL y SPAD*. Promociones y Publicaciones Universitarias. Barcelona.
- DEL BARRIO, S. Y LUQUE, T. (2000): "Análisis de Ecuaciones Estructurales", en LUQUE, T. (coord.): *Técnicas de Análisis de Datos en Investigación de Mercados*, Pirámide, Madrid, pp. 489-557.
- HAIR, J.F.; ANDERSON, R.E.; TATHAM, R.L. Y BLACK, W.C. (1999): *Análisis Multivariante*. 5º Edición. Prentice Hall, Madrid.
- KASS, G. (1980): "An Exploratory Technique for Investigating Large Quantities of Categorical Data". *Applied Statistics*, vol. 29, num 2, pp. 119-127.
- MAGIDSON, J. (1993a): "The Use of the New Ordinal Algorithm in Chaid to Target Profitable Segments". *The Journal of Database Marketing*, vol. 1, num. 1, pp. 29-48.
- MAGIDSON, J. (1993b): *SPSS for Windows. Chaid Release 6.0*. SPSS Inc. Chicago.
- MAGIDSON, J. (1993c): "Statistical Models for Categorical Data" en Bagozzi, R. "Handbook of Marketing Research". Blackwell. Capítulo 13.
- MAGIDSON, J. (1993d): "The Chaid Approach to Segmentation Modelling" en Bagozzi, R. "Handbook of Marketing Research". Blackwell. Capítulo 14.
- McLACHLAN, D.L.; JOHANSSON, J.K. (1981): "Market Segmentation with Multivariate AID". *Journal of Marketing*, vol. 45, winter, pp. 74-84.
- SONSQUIST, J. A. (1970): *Multivariate Model Building*. Survey Reseach Center. Institute for Social Research. University of Michigan. An Arbor, Michigan.
- SONSQUIST, J.A.; BAKER, E.L. y MORGAN, J.N. (1973): *Searching for Stucture*. Survey Reseach Center. Institute for Social Research. University of Michigan. An Arbor, Michigan