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

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<th>Degree</th>
<th>Master's Degree in Business Administration</th>
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<td>Master's Degree in Marketing Management (Tourism)</td>
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<td>Type and Year</td>
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<td>Faculty</td>
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<td>Discipline</td>
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<td>Mode of delivery</td>
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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

<table>
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<tr>
<th>CONTENTS</th>
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<tbody>
<tr>
<td>1. Lines of research in marketing and advanced techniques for marketing research.</td>
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<tr>
<td>2. Proposals for scientific researching and publishing in marketing</td>
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<tr>
<td>3. Content-analysis methodologies</td>
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<td>4. Logistic regression models</td>
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<td>5. Validation of measurement scales (psychometric properties and validation procedures)</td>
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<td>6. Structural Equation Modelling (SEM)</td>
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7. ASSESSMENT METHODS AND CRITERIA

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Observations

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 of the practical pieces of work.

Observations for part-time students

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.