

SUBJECT TEACHING GUIDE

G907 - MARKET RESEARCH

DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS

Double Degree in Law and Administration and Business Management

Double Degree in Physics and Mathematics

Degree in Business Administration and Management

Degree in Mathematics

| 1. IDENTIFYING DATA | | | | | |
|----------------------------------|--|------------------|--------------------|------------------|--|
| Degree | DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS | | | Type and Year | Compulsory. Year 3 Compulsory. Year 4 |
| 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 |

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|------------------|---|
| 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

- Students will know the nature and scope of marketing research
- Students will know the implementation of a market research.
- Students will 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 the use of 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

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| 1 | THE 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 | QUALITATIVE AND QUANTITATIVE METHODS Theme 4. Qualitative research methods Theme 5. Quantitative research methods Theme 6. Sampling procedures in quantitative research |
| 3 | DATA ANALYSIS Theme 7. Univariate and bivariate analyses Theme 8. Causal analysis Theme 9. Factorial and cluster analyses |

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 with the PSPP software (5.0%) | Activity evaluation with Virtual Media | No | Yes | 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 exam. | | | | |
| 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