

SUBJECT TEACHING GUIDE

M2084 - Design and Analysis of Offline and Online Surveys

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2021-2022

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	M2084 - Design and Analysis of Offline and Online Surveys				
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				
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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 to design a questionnaire both offline and online . In addition, they will learn how to develop a database in a statistical software.

4. OBJECTIVES

- Know how to design a questionnaire according to the research objectives.
- Know how to use, optimally, the different measurement scales.
- Know how to use a statistical software for survey data analysis.

6. COURSE ORGANIZATION

CONTENTS

1	1. QUANTITATIVE RESEARCH -1.1. Introduction to marketing research -1.2. Concept and stages of a research based on surveys -1.3. Sampling plan -1.4. Survey models
2	2. THE QUESTIONNAIRE - 2.1. Structure and recommendations in the design of questionnaires - 2.2. Types of questions in the questionnaires - 2.3. Measurement scales in the questionnaires
3	3. SOFTWARE FOR SURVEYS - 3.1. Introduction to software for surveys - 3.2. Web software for surveys - 3.3. Survey analysis software

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Individual exam	Activity evaluation with Virtual Media	No	Yes	50,00
Team work	Work	No	Yes	35,00
Individual participation	Others	No	No	15,00
TOTAL				100,00
Observations				
- Individual exam: evaluation, through an exam on the Moodle Platform, of the theoretical knowledge acquired by students. - Teamwork: evaluation of the students' ability to apply theoretical knowledge to a specific research based on surveys. - Individual participation: evaluation of student participation in the tasks proposed by the teacher.				
Observations for part-time students				
Students enrolled part-time will be assessed with a written exam and individual practical work (following the guidelines established in the subject).				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

- Trespalacios, J.A. (2016). Investigación de mercados: el valor de los estudios de mercado en la era del marketing digital. Paraninfo, Madrid.
- Villaverde, S., Monfort, A. y Merino, M.J. (2020): Investigación de mercados en entornos digitales y convencionales. ESIC, Madrid.