

SUBJECT TEACHING GUIDE

M2080 - Advanced Techniques for Market Research

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2022-2023

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Research Orientation Subjects: Lines of Research				
Course unit title and code	M2080 - Advanced Techniques for Market Research				
Number of ECTS credits allocated	2,5	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	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	JESUS COLLADO AGUDO				

3.1 LEARNING OUTCOMES

- Students will learn about the latest trends in marketing research: new topics and techniques.

4. OBJECTIVES

Understand the main lines in marketing research

Know how to organize a marketing research project

Understand the application in marketing of advanced statistical techniques

6. COURSE ORGANIZATION

CONTENTS	
1	T.1. MARKETING RESEARCH TRENDS
2	T.2. PROPOSALS OF MARKETING RESEARCH
3	T.3. ADVANCED TECHNIQUES IN MARKETING RESEARCH

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
INDIVIDUAL WORK	Work	No	Yes	100,00
TOTAL				100,00
Observations				
Work: evaluation of the student's ability to apply theoretical knowledge in a specific research project.				
Observations for part-time students				
A work will be carried with the different theoretical contents of the subject.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

LUQUE, T. (2012). Técnicas de análisis de datos en investigación de mercados, 2ª ed., Madrid: Pirámide.

URIEL, E., y ALDÁS, J. (2005): Análisis multivariante aplicado : aplicaciones al marketing, investigación de mercados, economía, dirección de empresas y turismo. Madrid: Thomson.