

## SUBJECT TEACHING GUIDE

### 849 - Advanced Techniques for Market Research

#### Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2023-2024

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	849 - 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: topics and data analyses.

### 4. OBJECTIVES

- Understand the main lines of marketing research.
- Know how to organize a research paper in marketing.
- Understand the application of advanced analysis techniques in marketing.

## 6. COURSE ORGANIZATION

CONTENTS	
1	RESEARCH TRENDS IN MARKETING
2	RESEARCH AND PUBLICATION IN MARKETING
3	ADVANCED TECHNIQUES OF DATA ANALYSIS IN MARKETING

## 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Individual work	Work	No	Yes	100,00
TOTAL				100,00
Observations				
Work that allows evaluating the student's ability to apply theoretical knowledge in real scientific research.				
Observations for part-time students				
A work will be carried out that addresses, in a practical way, the different 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