

## SUBJECT TEACHING GUIDE

### G907 - Market Research

#### DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS

Double Degree in Business Administration and Management and Labour Relations

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 5
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

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 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 marketing research.
- Students will know the use of the main techniques for survey data analysis.

#### 4. OBJECTIVES

To understand the role of marketing research as a tool for businesses .  
To know the application of qualitative research in marketing .  
To know the design of a marketing research based on personal surveys .  
To know the use of different techniques for data analyses .  
To know the structure and content of a research report .

#### 6. COURSE ORGANIZATION

CONTENTS	
1	THE CONCEPT AND CONTENT OF MARKETING RESEARCH Theme 1. The information to support marketing decisions Theme 2. The methodology of a market research Theme 3. The research report
2	QUALITATIVE AND QUANTITATIVE METHODS Theme 4. Qualitative research methods Theme 5. Quantitative research methods Theme 6. Sampling procedures and data collection 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
Two multiple choice exams (60.0%). The minimum required mark is 4.0 in each exam.	Activity evaluation with Virtual Media	No	Yes	60,00
Individual practices with the software for data analysis (5.0%)	Activity evaluation with Virtual Media	No	No	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.A. (2005): Investigación de Mercados. Thomson. Madrid.
- ESTEBAN, A. y MOLINA, A. (2014): Investigación de mercados. ESIC Editorial. Madrid.

