

SUBJECT TEACHING GUIDE

824 - Design and Analysis of Offline and Online Surveys

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	Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	824 - 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				
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					

3.1 LEARNING OUTCOMES

- Students will learn the guidelines to develop marketing research and, particularly, online surveys.

4. OBJECTIVES

- Know how to design a questionnaire according to the research objectives.
- Know how to use, optimally, the multi-item scales.
- Know how to use a specific software for data analysis.

6. COURSE ORGANIZATION	
CONTENTS	
1	1. QUANTITATIVE RESEARCH -1.1. Introduction to marketing research -1.2. Concept and stages of a survey research -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. Multi-item scales in the questionnaires
3	3. SOFTWARE FOR SURVEYS - 3.1. Introduction to software for surveys - 3.2. Web software for surveys - 3.3. Software for data analysis

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Exam	Activity evaluation with Virtual Media	No	Yes	50,00
Team work	Work	No	Yes	40,00
Individual participation	Others	No	No	10,00
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 the theoretical knowledge to a specific research based on surveys. - Individual participation: evaluation of students' 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., VÁZQUEZ, R., DE LA BALLINA, F.J. y SUÁREZ, 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.