

## 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

First Degree in Business Administration and Management

Degree in Mathematics

Academic year 2024-2025

1. IDENTIFYING DATA					
Degree	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 First Degree in Business Administration and Management Degree in Mathematics			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	ANGEL HERRERO CRESPO 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 surveys .
- To know the use of different techniques for data analyses .
- To know the structure and content of a research report .

6. SUBJECT PROGRAM	
CONTENTS	
1	<b>THE CONCEPT AND CONTENT OF MARKETING RESEARCH</b> Theme 1. The information to support marketing decisions Theme 2. The methodology of a marketing research Theme 3. The research report
2	<b>QUALITATIVE AND QUANTITATIVE METHODS</b> Theme 4. Qualitative research methods Theme 5. Quantitative research methods Theme 6. Sampling procedures and data collection in quantitative research
3	<b>DATA ANALYSIS</b> 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
<b>TOTAL</b>				<b>100,00</b>
<b>Observations</b>				
For those students with a overall mark less than 5.0, the extraordinary exam will consist of a theoretical and practical exam that takes place in the date established for such purposes.				
<b>Observations for part-time students</b>				
The exam will include both theoretical and practical issues.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
<b>BASIC</b>
- 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.