Market Research I (21859)

Degree / Study: bachelor's degree in Business Sciences
Year in the programme: third / fourth
Term: first
Number of ECTS credits: 5
Hours of student's dedication: 125
Language or languages of instruction: Catalan / Spanish
Lecturers: Josep Lluis Crespán, Judith Mata

1. Presentation of the subject

This course is an introduction to market research, understood as a tool for decision-making within companies and organizations. The programme starts by describing the various types of problems related to the market that organizations may face; it continues with the process of designing research and defining information; and ends with its processing and analysis, with a special emphasis on the criteria for and adaptation and membership in the various techniques.

2. Competences to be attained

General competences	Specific competences
Instrumental 1. The ability to analyze and synthesize. 2. Basic general knowledge. 3. Decision-making. **Interpersonal** 4. Critical ability. 5. The ability to work in a team. 6. The ability to express and communicate. **Systemic** 7. The ability to apply knowledge in practice. 8. The ability to adapt to new situations. 9. The ability to generate new ideas. 10. The ability to generate questions.	1. Organizational and planning skills. 2. Information management skills (seeking and analyzing information). 3. Initiative and entrepreneurial spirit. 4. Research skills.

3. Contents

Section 1. Univariate and bivariate statistical analysis techniques applied to market research.
Section 2. Market research and decision-making in organizations. Process and types of research.
Section 3. The necessary information. Type of information. Information gathering techniques. Traditional procedures and online procedures.
Section 4. populations and samples. Characteristics and types of sampling.
Section 5. Introduction to multivariate analysis techniques. Discriminant, set, factorial and cluster analysis.

4. Assessment

Final multiple choice examination accounting for 70% of the mark.

Practical sessions in groups (4 people) from week six onwards. The practical sessions will consist of exercises related to the theory studied in class.

These exercises will take place in a double session: a first session with a debate and classroom work and a second with presentation of the work done by students in response to the questions formulated.

These practical sessions are compulsory and account for 30% of the final mark.

In order to be able ro calculate this weighted average between the examination and Practical sessions, at least 4 aone examination must have been obtained.

These criteria are valid for both the December and September sitting.

5. Bibliography and teaching resources

5.1. Basic bibliography
MALHOTRA, Navesh K. *Investigación de mercados. Un enfoque práctico*. 2nd ed., Mexico: Prentice Hall, 1997.

5.2. Additional bibliography
CHURCHILL, Gilbert A. *Marketing Research: Methodological Foundations*. Hinsdale (Illinois): The Dryeden Press, 1991.

6. Methodology

An interactive methodology with a strong requirement for participation by students will predominate in the theory classes, and especially the seminar lectures.

The seminars will start in week 5.

7. Activities planning

Week	Work in the classroom group / type of activity	Work outside the classroom group / type of activity
Week 1	Session 1 and Session 2 Introduction and analysis techniques. Cross tabulation.	
Week 2	Session 1 and Session 2 Variance analysis. Market research and decision-making in organizations.	
Week 3	Session 1 and Session 2 Research process.	

Week 4	Session 1 and Session 2 Type of research. Measurements and scales.	
Week 5	Session 1 and Session 2 Information gathering techniques. Extensive and intensive. Session 3 Statistical analysis techniques seminar.	Group work preparation.
Week 6	Session 1 and Session 2 Online market research. Session 3 Presentation of work in groups	
Week 7	Session 1 and Session 2 Online market research. Session 3 Seminar on information gathering techniques.	Group work preparation.
Week 8	Session 1 and Session 2 Representativeness and sampling. Session 3 Presentation of work in groups.	
Week 9	Session 1 and Session 2 Multivariate analysis techniques. Discriminant. Set. Session 3 Seminar on designing and planning a research study.	Group work preparation.
Week 10	Session 1 and Session 2 Multivariate analysis techniques. Factorial. Classification. Session 3 Presentation of work in groups.	