



FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
Nombre completo	Marketing Research
Código	E000007085
Créditos	6,0 ECTS
Carácter	Business in Spain
Departamento / Área	Departamento de Marketing

Datos del profesorado	
Profesor	
Nombre	Pedro Palencia Alacid
Departamento / Área	Departamento de Marketing
Correo electrónico	ppalencia@icade.comillas.edu

DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura

Competencias - Objetivos

Competencias

BLOQUES TEMÁTICOS Y CONTENIDOS

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

RESUMEN HORAS DE TRABAJO DEL ALUMNO

HORAS PRESENCIALES
HORAS NO PRESENCIALES
CRÉDITOS ECTS: 6,0 (0 horas)

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

BIBLIOGRAFÍA Y RECURSOS



COURSE INFORMATION SHEET

Course Information	
Course Title	Market Research
Code	
Degree	Diploma Business in Spain
Year	
Semester	2nd
ECTS Credits	
Type	
Department	Marketing
Field	Marketing Research
University	Universidad Pontificia Comillas
Hours/week	4 hours/week
Teachers	Pedro Palencia
Descriptor	The course aims to equip students with an understanding of how market research can help them make business decisions and how they can transform research findings into business insights. Moreover, the goal of the course is to help students to evaluate and interpret market researchs

Lecturers Information	
Lecturer	
Name	Pedro Palencia
Department	Marketing
Field	Marketing Research
Office	
e-mail	ppalencia@icade.comillas.edu
Phone number	
Tutorial Hours	To be arranged in class or upon e-mail request

DETAILED INFORMATION ABOUT THE COURSE

Context of the course

Contribution to the professional profile of the degree

Market Research is the systematic identification, collection, analysis and diffusion of information in order to take better decisions related with business and marketing problems and opportunities.

This course aims to provide students with the necessary knowledge and skills that will lead them to:

- › Be capable of designing a market research project
- › Connect different tools with the problem to solve
- › Apply all research tools correctly
- › Plan and carry out a market research project

Prerequisites

Fundamentals of marketing

Skills - Objectives

Generic skills of degree programme

- CGI1 Analytical capacity and ability to synthesise
- CGI2 Problem resolution and decision-making ability
- CGI4 Ability to manage information from diverse sources

Skills specific to the sub-field of knowledge

CE48 Be able to design, carry out, and evaluating market research projects and to correctly apply qualitative and quantitative techniques to solve managerial problems.

THEMATIC UNITS AND CONTENT

Content – Thematic Units

Topic 1: CONCEPT AND USE OF MARKET RESEARCH

1. Definition of Marketing Research
2. The Role of Marketing Research
3. Insights
4. Careers in Marketing Research
5. Ethics in Marketing Research

Topic 2: FROM THE MARKET RESEARCH PROBLEM TO THE REPORT: A JOURNEY

1. Stage 1. Defining the problem
2. Stage 2. Preliminary research

<ul style="list-style-type: none"> 3. Stage 3. Briefing 4. Stage 4. Research proposal 5. Research design
Topic 3: Sources of data: Secondary sources
<ul style="list-style-type: none"> 1. Typology of sources 2. Secondary sources: desk/web research 3. Secondary sources: internal data 4. Secondary sources: big data y e-WOM 5. Competitive review
Topic 3: QUALITATIVE TECHNIQUES
<ul style="list-style-type: none"> 1. Objectives 2. Overall structure 3. Information gathering process: types of qualitative techniques 4. Designing qualitative samples 5. Fieldwork 6. Processing and analysis of data
Topic 4: QUANTITATIVE TECHNIQUES
<ul style="list-style-type: none"> 1. Objectives 2. Overall structure 3. Types of sampling procedure 4. Data collection instruments 5. Instrument implementation 6. Fieldwork 7. Analysis and conclusions
Topic 5: PANEL DATA FOR MARKETING DECISION
<ul style="list-style-type: none"> 1. Panel: concept and types 2. Retailers´ panel: SCAN TRACK (Nielsen) 3. Households´ panel: KANTAR WORLDPANEL

TEACHING APPROACH AND STRATEGIES

General learning and teaching approach of the course	
<p>The methodology of the course is based on different types of classroom sessions covering multiple areas of the learning sequence. STUDENTS ARE REQUIRED TO READ THE CORRESPONDING CHAPTER BEFORE THE LECTURE. During the class, students will solve problems, solve quizzes, or use gamification as an aid to meet the learning objectives.</p> <p>As a complementary way to help students learn about market research, the outline of a research project will be a key part of the learning process.</p> <p>Apart from the references, students will find complementary materials in Moodle. In addition, you are strongly encouraged to read recent related topics and to share their ideas and thoughts with the class.</p>	
Class-based activities	Skills
Lectures Workshops Oral presentation Tutorials Test	CGI1, CGI2, CGI4, CE48
Out of class activities	Skills
Book and paper Reading Workshop preparation Individual assignment Group assignment Revision Self-paced tests	CGI1, CGI2, CGI4, CE48

ASSESSMENTS AND ASSESSMENT CRITERIA

Assessment activities*	CRITERIA	Weight
Tests	To measure understanding of fundamental ideas and knowledge	50%
Group assignment	Rubric	30%
Workshops and individual assignment	Involvement, correct answers	20%

* There are two chances to pass the course and a student must pass each of the assessment activities in order to obtain the credits. If a student does not pass one of the assessment activities, s/he will re-sit it. If the student fails all of them, then s/he will have to sit the exam and do an individual assignment. Students that have to re-sit the course the following academic year are exempted from attending lectures but will have re-sit the exam (100%).

SUMMARY OF STUDENT WORKLOAD		
CONTACT HOURS		
LECTURES	ACTIVITY BASED CLASSES	RESEARCH ASSIGNMENTS
16	20	20
HORAS NO PRESENCIALES		
INDEPENDENT/GROUP STUDY	INDEPENDENT/GROUP WORK	
40	55	
ECTS 6:		151

BIBLIOGRAPHY Y RESOURCES

Basic Bibliography
Books
Malhotra N. (et al): (2013) MARKETING RESEARCH: AN APPLIED ORIENTATION , Pearson McDaniel and Gates: (2015) MARKETING RESEARCH (10th edition) , Wiley
Chapter Books
Articles
Web pages
Marketing News, Marketing Directo, Anuncios, Distribución y Actualidad, CanalDis, Puro Marketing, AdAge, Creativity Online
Transparencies and additional course materials
Accessible via SIFO platform
Other materials
Complementary Bibliography
Books
Hair J.F. , Bush R.P., Ortinau D.J. (2009): MARKETING RESEARCH: In a Digital information Environment , IV ED. McGraw Hill Dillon W. Madden T.J. Firtle N. (2006): MARKETING RESEARCH , Prentice Hall Belk, R. W. (editor) (2006): Handbook of qualitative research methods in marketing . Cheltenham: Edward Elgar
Chapter Books
Articles
<i>The Perils of Market Research</i> http://www.businessweek.com/smallbiz/content/mar2010/sb20100312_705320.htm

Web pages

<http://www.qualitative-research.net/index.php/fqs/index>

Blog Millward Brown

<http://www.mb-blog.com/>

Survey monkey -

<http://es.surveymonkey.com>

Google trends

www.google.es/trends