



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Market Research
Subject code	E000011601
Main program	Official Master's Degree in Business Administration - MBA
Involved programs	Máster Universitario en Administración de Empresas (MBA) [First year]
Level	Posgrado Oficial Master
Quarter	Anual
Credits	3,0 ECTS
Type	Optativa
Department	Departamento de Marketing
Coordinator	Irene Vilà Trepàt
Office hours	Request by email (ivila@comillas.edu)
Course overview	Knowledge and understanding of the basic techniques of market research, as well as initiation to some new and specific applications of Marketing Information Systems processes. The student will apply in a practical fieldwork the concepts that are developed in the classroom through individual cases and group work. The topics related the market research process, and the planning and design of qualitative and quantitative research are addressed are more particularly addressed.

Teacher Information	
Teacher	
Name	Irene Vilà Trepàt
Department	Departamento de Marketing
E-Mail	ivila@icade.comillas.edu

SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
According to the American Marketing Association (AMA), "Marketing research is the function that links the consumer, customer, and public to the marketer through information—information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications." (Approved 2017) The course aims to equip students with an advanced understanding of how market research can help them make business decisions and how they can transform research results into business ideas. The course is linked to other very relevant subjects of marketing, such as marketing management and consumer behavior.



Prerequisites

Knowledge on the basics of Marketing are required.

Competencies - Objectives

Competences

GENERALES

CG01	Analytic and synthesis cognitive capacities applied to business situations and managing and organisation problems.
CG02	Management of data and information as key elements for decision-making and for identification, formulation and resolution of business problems.
CG05	Ethical commitment with a behaviour based in moral principles and those principles of the organisation when facing moral dilemmas and corporate social responsibility issues.
CG06	Time management capacity with the purpose of improving personal and team efficiency within business organizations, its environment and its management.
CG08	Autonomous learning capacity in order to acquire more knowledge on knowledge on cognitive skills and relevant contents applied to professional and business activities.

ESPECÍFICAS DE OPTATIVIDAD

CEO02-MARK	Conoce los fundamentos de la investigación de mercados y sabe diseñar, implantar y controlar una investigación de mercados
-------------------	--

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

1. INTRODUCTION TO MARKET RESEARCH

1. INTRODUCTION TO MARKET RESEARCH

- 1.1. CONCEPTS
- 1.2. APPLICATIONS IN BUSINESS
- 1.3. TYPES OF MARKET RESEARCH
- 1.4. PHASES OF MARKET RESEARCH
- 1.5. THE ULTIMATE GOAL: GENERATE INSIGHTS
- 1.6. ETHICAL QUESTIONS



2. SECONDARY SOURCES

2. SECONDARY SOURCES

2.1. TYPOLOGY OF DATA SOURCES

2.2. BIG DATA

2.3. INTERNAL SOURCES

2.4. WEB RESEARCH

2.5. BECHMARK

2.6. SOCIAL LISTENING

3. QUALITATIVE TECHNIQUES

3. QUALITATIVE TECHNIQUES

3.1. OBJECTIVES OF QUALITATIVE TECHNIQUES

3.2. PHASES OF QUALITATIVE RESEARCH

3.3. CHOICE OF TECHNIQUE

3.4. INFORMATION COLLECTION AND FIELDWORK

3.5. PROCESSING, ANALYSIS AND PRESENTATION OF DATA

4. QUANTITATIVE TECHNIQUES

4. QUANTITATIVE TECHNIQUES

4.1 OBJECTIVES

4.2. UNIVERSE AND SAMPLING

4.3. QUESTIONNAIRE

4.4. SURVEY MODALITIES

4.5 FIELDWORK

4.6 QUANTITATIVE ANALYSIS

5. PANEL DATA

5. PANEL DATA

5.1. RETAILER PANEL

5.2. CONSUMER PANEL



TEACHING METHODOLOGY

General methodological aspects of the subject

General methodological aspects of the course

The aim of the chosen working methodology is for the student to understand and be able to correctly apply market research tools. To achieve this, a sequential methodology will be applied to monitor the student's learning across the different phases. The professor will provide a course manual, topic outlines, essential and supplementary bibliography, and will explain the key concepts in lectures.

Students must be capable of managing various information sources to design their own study materials and prepare in advance for classroom sessions. Practical activities in class will reinforce the acquisition of concepts, while tutorials and self-assessment activities will monitor the design of materials and understanding of concepts. Group work, carried out both inside and outside the classroom, along with individual practice, will enable the student to apply theoretical concepts in practice and work in an environment as similar as possible to the business world. Written tests will assess the degree to which concepts have been consolidated.

Use of Artificial Intelligence in the course

This course allows the use of both non-generative AI tools (such as translators, social listening tools, or platforms for identifying competitors and benchmark variables) and generative AI tools (for example Elicit, GPT, Scholar AI, or LMNotebook to support the search and systematization of literature, creation of interview or survey scripts, development of profiles, and generation of stimuli or synthetic data). A responsible and critical use is encouraged.

The course is set at a Level 3 of allowance, with special conditions, according to the institutional AI Assessment Scale (Perkins et al., 2024). This means that the student may use AI to collaborate on specific tasks, provided that they:

- critically evaluate and modify any content generated by AI,
- and document in detail how AI was used. Free or uncontrolled use is not permitted.

The student must demonstrate critical capacity to ensure academic integrity and their own learning.

- For non-generative AI, the student must indicate: which tools were used, in which parts of the work, and the keywords employed (if applicable).
- For generative AI, the student must specify: the tools used, the prompts or instructions provided, and the specific sections of the work where these intervened.

In-class Methodology: Activities

Lectures

Individual case-based problem solving

Group work on research design

Oral presentation and debate

CG01, CG02, CG05, CE13,
CG08



Non-Presential Methodology: Activities

Fieldwork research practice and report preparation	CG01, CG02, CG05, CG06, CE13, CG08
Readings	
Tutorial sessions	

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS			
Lectures of an expository nature	Analysis and resolution of cases and exercises, individually or collectively	Oral presentations of topics, cases, exercises and papers	Seminars and workshops
16.00	8.00	2.00	4.00
NON-PRESENTIAL HOURS			
Analysis and resolution of cases and exercises, individually or collectively	Monographic and research work, individual or group work	Study and documentation	Tutorial sessions
8.00	20.00	12.00	5.00
ECTS CREDITS: 3,0 (75,00 hours)			

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
Individual Theoretical Assessment	Acquisition of theoretical knowledge	50 %
Group and individual research fieldwork and report	Ability to implement technique of data collection and analysis	30
Oral presentation of briefing, project, and reports	Ability to present and defend research results in a professional manner	10
Individual workshop sessions	Individual involvement and ability to solve research problems	10

Ratings

Theory and Practice both represent 50% of the final grade, respectively.



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus 2026 - 2027

As long as both practical and theoretical grades reach at least 4/10, the final grade is a simple average of these two grades.

If one of the two grades is lower than 4, but is compensated by the other one (i.e. the average is $>$ or $= 5/10$), the course is validated with a final grade capped at 5.0.

If the final grade is under 5.0, only the component(s) for which the grade was under 5.0 should be retaken for further validation of the course.

Attendance is required. Any absence should be announced as soon as possible and justified. Infringements to this norm will impact the individual participation mark.

Students with a waiver for class attendance will be graded based on the final exam.

Use of Artificial Intelligence (AI) in the Course

This course allows the use of both non-generative AI tools (such as translators, social listening tools, or platforms for identifying competitors and benchmarking variables) and generative AI tools (for example, Elicit, GPT, Scholar AI, or LMNotebook to support literature search and systematization, interview or questionnaire script creation, profile development, and the generation of stimuli or synthetic data).

Responsible and critical use is encouraged.

The course is classified as Level 3 in terms of AI usage permission, with special conditions, according to the institutional AI Assessment Scale (Perkins et al., 2024). This means that students may use AI to collaborate on specific tasks such as writing, refining, and evaluating their work, provided that they critically assess and modify any AI-generated content and thoroughly document its use.

For non-generative AI, students must indicate: which tools were used, in which parts of the work, and the keywords employed (if applicable).

For generative AI, students must specify: the tools used, the prompts or instructions given, and the specific sections of the work where AI was involved.

Unrestricted or uncontrolled use is not permitted. Students must demonstrate critical thinking skills to ensure academic integrity and their own learning.

The misuse of ChatGPT or any other AI system will be considered a serious offense, according to the General Regulations of the University, article 168.2.e: "engaging in actions aimed at distorting or defrauding the systems used to assess academic performance." The consequences of such misconduct will include "a temporary expulsion of up to three months or a ban on taking exams in the next examination session following the imposition of the penalty, in one or several subjects in which the student is enrolled, [...] in addition to receiving a failing grade (0) in the respective subject, [...] and the prohibition to take the exam for that subject in the next examination session." In this regard, the use of ChatGPT or any other AI system in the context of the final project and assignments of the course will be considered inappropriate (and therefore prohibited), as its use would seriously compromise the ability of these assessment systems to evaluate the student's acquisition of the subject-specific competencies.



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2026 - 2027

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

MALHOTRA, Naresh K., *Market Research: an Applied Orientation*, Pearson Prentice-Hall, 2019 (7th edition).

Complementary Bibliography

HAIR, J.F., BUSH, R. P., & ORTINAU, D. J. (2014), "MARKETING RESEARCH: In a Digital information Environment", Australia: McGraw Hill Education.

YouTube Channel "MarketResearch Teaching": <https://www.youtube.com/playlist?list=PLMM7ZjFcpspWOBnq-rdg7P1fBXcJY7tWL>