



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

GUÍA DOCENTE

2026 - 2027

FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
Nombre completo	Marketing Research
Código	E000007085
Cuatrimestre	Semestral
Créditos	6,0 ECTS
Carácter	Business in Spain
Departamento / Área	Departamento de Marketing
Responsable	Pedro Palencia Alacid
Horario	4 hours week
Horario de tutorías	Request by email
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

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

DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura
Aportación al perfil profesional de la titulación
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
Prerrequisitos
Marketing fundamentals

Competencias - Objetivos
Competencias
Generic skills of degree programme
CGI1 Analytical capacity and ability to synthesise CGI2 Problem resolution and decision-making ability



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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.

BLOQUES TEMÁTICOS Y CONTENIDOS

Contenidos – Bloques Temáticos

Topic 1: CONCEPT AND USE OF MARKET RESEARCH

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

Topic 3: QUALITATIVE TECHNIQUES

Topic 4: QUANTITATIVE TECHNIQUES

Topic 5: PANEL DATA FOR MARKETING DECISION

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

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. 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. 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.

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.



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- 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.

Metodología Presencial: Actividades

Lectures

Workshops

Oral presentations

Tutorials

Test

Metodología No presencial: Actividades

Reading and Studying

Workshop preparation

Individual assignment

Group assignment

Revision

Self-paced tests

RESUMEN HORAS DE TRABAJO DEL ALUMNO

IN CLASS WORK

LECTURES 16 hours

ACTIVITY BASED CLASSES 20 hours

RESEARCH ASSIGNMENTS 20 hours

OUT OF CLASS WORK

INDEPENDENT/GROUP STUDY 40 hours

INDEPENDENT/GROUP WORK 55 hours



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EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

Assessment activities	CRITERIA	Weight
Tests	To measure understanding of fundamental ideas and knowledge	50%
Group assignments	Rubric	40%
Individual engagement	Involvement, correct answers	10%

Calificaciones

Attendance to class is compulsory according to the International Office instructions. Therefore, students must attend at least 80% of the sessions.

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 resit 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%).

BIBLIOGRAFÍA Y RECURSOS

Bibliografía Básica

Malhotra N. (et al): (2013) MARKETING RESEARCH: AN APPLIED ORIENTATION, Pearson

McDaniel and Gates: (2015) MARKETING RESEARCH (10th edition), Wiley

Bibliografía Complementaria

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