

**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	Postgrado Oficial Master
Quarter	Anual
Credits	3,0 ECTS
Type	Optativa
Department	Departamento de Marketing
Coordinator	Rosa María Reig Ramellat (rmreig@icade.comillas.edu)
Office hours	Request by email
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	Rosa María Reig Ramellat
Department	Departamento de Marketing
E-Mail	rmreig@icade.comillas.edu

SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
<p>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)</p> <p>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.</p>
Prerequisites



Fundamentals of Marketing 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.

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Topic 1. Purpose, objectives, and process of market research

Topic 1A. Introduction to market research

1. Market Research: concept, characteristics and purpose.
2. Fields of application and typology of Market Research
3. Deontological aspects

Topic 1B. Market research process

1. The key phases of the research
2. The key documents: briefing, project, reports and presentation

Topic 2 and 3. Second-hand data for market research

Topic 2. Secondary sources

1. Typology of secondary sources
2. Webresearch and document review
3. Benchmarking
4. Big Data and social listening

Topic 3. Panel data on sales

1. Retail panel data sources and KPIs



2. Consumer panel data sources and KPIs

Topic 4. Qualitative techniques

Characteristics and scope

In-depth interview and projective techniques

Focus groups

Direct and online observations

Content analysis

Topic 5. Quantitative techniques

Characteristics and scope

Survey and questionnaire

Scales

Statistical treatments with Jamovi

TEACHING METHODOLOGY

General methodological aspects of the subject

In-class Methodology: Activities

Lectures	CG01, CG02, CG05, CE13, CG08
Individual case-based problem solving	
Group work on research design	
Oral presentation and debate	

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			



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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 (MCQ tests 10% + Final exam 40%)	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.

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 $\geq 5/10$), 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



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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.

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>