



COURSE GENERAL OVERVIEW

Course Details	
Title	Market Research
Programme	MBA
Year	2019-2020
Timing	2 ND SEMESTER
ECTS	3 ECTS
Core/elective	Optional
Department	Marketing
Area	Marketing Research

Instructors	
Name	Estela Díaz Carmona
Department	Marketing
Field	Marketing Research
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Tutorial Hours	To be arranged in class or upon e-mail request

COURSE DESCRIPTION

Context of the course

The course in the professional context

According to The American Marketing Association (AMA, 2017), "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."

The course aims to equip students with a great understanding of how market research can help them make business decisions and how they can transform research findings into business *insights*. The course is linked to other courses such as Marketing Management and Consumer Behaviour.

Course objectives

More specifically, this course aims to provide students with the necessary theoretical and practical knowledge and skills to design and conduct a market research project. More specifically, the content and the activities programmed in the classroom, are aimed at achieving:

1. Understanding the Marketing Research Process.
2. Relating the different research tools with the problem to solve.
3. Applying research tools correctly.
4. Analyzing and interpret data and information obtained from different sources of information.
5. Being able to generate insights through the data collected in the research.

This course develops the following competences:

- ✓ Information management.
- ✓ Capacity for analysis and synthesis.
- ✓ Oral and written communication.
- ✓ Problem solving and decision making.
- ✓ Autonomous learning.
- ✓ Ethical commitment.
- ✓ Organization and planning.

COURSE CONTENT

Contents
PART 1: INTRODUCTION AND STAGES IN MARKETING RESEARCH
Topic: Introduction
1.1 Marketing Research: concept, characteristics, and goals
1.2 Marketing Research planning
1.4 Application of Marketing Research
Topic 2: The Marketing Research Process
2.1 The Marketing Research Process
2.2 the Briefing
2.3 The project
2.4 The Final Report
2.5 the Presentation

PART 2: MARKET RESEARCH TECHNIQUES
Topic 3: Sources of Information
3.1 Secondary Sources of Information (Desk/WebResearch, Benchmark, Big data)
3.2 Primary Sources of Information (Qualitative, Quantitative Methods)
Topic 4: Qualitative Techniques
4.1 Characteristics and application
4.2 Depth Interviews
4.3 Focus Group
4.5 Observation
4.7 Other Techniques
Topic 5: Quantitative Techniques
4.1 Survey Methods
4.2 Measurement
Topic 6: Panel Data
5.1 Retail Panel
5.2 Consumer Panel

SKILLS

Skills and abilities to be developed
Generic skills
CG 1. Analysis and synthesis cognitive abilities applied to the business management world
CG3. Strategic problem solving and decision making
CG 5. Interpersonal skills: listening, negotiating, persuading, teamwork and leadership
CG 8. Critical thinking and debating skill
Skills specific to the sub-field of knowledge
CEO 3. Knowledge of the marketing research processes and understanding of the design, implementation and control of a marketing research project.
RA1CEO3. Understanding of the marketing research concept and its scope.
RA2CEO3. Knowledge of the marketing research role in the marketing management function.
RA3CEO3. Capacity to differentiate roles, positions and skills of the Marketing Information System and Marketing Research in the marketing functional area and the company.

TEACHING METHODOLOGIES

Course teaching activities	
Teaching and learning in the classroom	Skills to be developed
Lectures Workshops Oral presentation Tutorials	CGI1, CGI2, CGI4, CE48, CEO3
Teaching and learning outside the classroom	Skills to be developed
Individual study and organized reading Monographs and research assignments	CGI1, CGI2, CGI4, CE48, CEO3

SUMMARY OF STUDENTS' WORKING HOURS		
CONTACT HOURS		
Lectures	Cases and exercises, individual or collective	Oral presentation and debate
20	10	2
WORKING HOURS OUTSIDE THE CLASSROOM		
Analysis and resolution of cases and exercises, individual or collective	Monographic and research work, individual or collective	
25	20	
Total: 3 ECTS:		77 working hours

COURSE EVALUATION AND ASSESSMENT CRITERIA

All assignments must be delivered in the time and date specified by the course instructor, otherwise students will get a grade of "o" in the missed assignment.

Activities to be assessed	Evaluation criteria	Weight
Workshops and Lectures	<ul style="list-style-type: none"> Individual and Group Assignments Theory applied to practice Rubric 	10%
Final exam: Market Research Report	<ul style="list-style-type: none"> Individual and Group Assignment Theory applied to practice Rubric <p>*To pass the course students must get a grade of 5 or more in this activity</p>	50%

Final Report presentation	<ul style="list-style-type: none"> • Individual and Group assessment • 1 presentation • Rubric <p>*To pass the course students must get a grade of 5 or more in this activity</p>	20%
Attendance and participation	Individual assessment	10%
If you have to repeat the course (remediation)	CRITERIA	Weight
Final test	To measure understanding of fundamental ideas and knowledge	50%
Individual assignment	Rubric	50%

WORKING SCHEDULE

To be determined by course instructors

REFERENCES

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