



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2025 - 2026

FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
Subject name	Market Research
Subject code	FCEE-ADE-424
Main program	Bachelor's Degree in Business Administration and Management
Involved programs	Grado en Administración y Dirección de Empresas (E-2) [Third year] Grado en Administración y Dirección de Empresas y Grado en Derecho (E-3 16) [Fourth year] Grado en Administración y Dirección de Empresas y Grado en Derecho [Fourth year] Grado en Administración y Dirección de Empresas con Mención en Internacional (E-4) [Third year] Grado en Administración y Dirección de Empresas y Grado en Relaciones Internacionales [Fourth year] Grado en Administración y Dirección de Empresas y Grado en Relaciones Internacionales [Fourth year] Grado en Administración y Dirección de Empresas (E-2) - en inglés [Third year] Grado en Administración y Dirección de Empresas y Grado en Análisis de Negocios/Business Analytics [Third year] Grado en Ingeniería en Tecnologías Industriales y Grado en Administración y Dirección de Empresas [Fourth year] Grado en Psicología y Grado en Administración y Dirección de Empresas [Third year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Obligatoria (Grado)
Department	Departamento de Marketing
Coordinator	Isabel Carrero Bosch
Course overview	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	
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DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura

Aportación al perfil profesional de la titulación

Within the marketing track, after having completed Introduction to Marketing, this course delves deeper into one of the core functions: market research.

This discipline enables students to acquire the theoretical and practical knowledge necessary to:

Be able to design a market research study, starting from a clear definition of the objectives to be achieved according to the marketing decision to be made.

Connect the various tools with their practical application.

Plan a research study and carry out the project.



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Be able to monitor, control, and interpret commissioned research.

Be prepared to conduct and analyze basic research studies.

Prerrequisitos

Marketing and Statistics

Competencias - Objetivos

Competencias

GENERALES

CG01	Capacidad de análisis y síntesis	
	RA1	Conoce, sintetiza y utiliza adecuadamente fuentes de información
	RA2	Discierne el valor y la utilidad de diferentes fuentes y tipos de información
CG02	Resolución de problemas y toma de decisiones	
	RA1	Identifica y organiza las tareas necesarias para la resolución de problemas, cumpliendo los plazos establecidos
	RA2	Establece las condiciones apropiadas para conocer y completar la correcta toma de decisiones
CG04	Capacidad de gestionar información proveniente de fuentes diversas	
	RA1	Usa herramienta informáticas para generar documentos que ilustren y clarifiquen argumentos
	RA2	Es capaz de usar programas de procesamiento de textos, paquetes estadísticos y bases de datos relevantes para el estudio
CG10	Capacidad de liderazgo y trabajo en equipo	
	RA1	Es capaz de formar parte de un equipo de trabajo y desempeñar un papel efectivo en el establecimiento de normas y procedimientos
	RA2	Es capaz de valorar su propio rendimiento en un contexto grupal

ESPECÍFICAS

CE23	Conocimiento del diseño, realización y control de una investigación de mercados, así como de las técnicas cualitativas y cuantitativas y su adecuada aplicación	
	RA1	Conoce los pasos para realizar una investigación de mercados
	RA2	Entiende y conoce como se realiza un proyecto de investigación y informe final con los resultados



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RA3

Conoce las técnicas de investigación y distingue las características y utilidades de las técnicas cualitativas siendo capaz de seleccionar la técnica más adecuada e idónea según el problema o la circunstancia a analizar y/o a resolver

BLOQUES TEMÁTICOS Y CONTENIDOS

Contenidos – Bloques Temáticos

Topic 1: INTRODUCTION AND STAGES OF RESEARCH

Concepts and applications of market research

Sources of Information

Stages of research

Key documents in research

Insights

Ethical issues

Topic 2: PANELS

Introduction

Types of panels

Relevant variables for management

Topic 3: RESEARCH USING PRIMARY SOURCES: QUALITATIVE TECHNIQUES

Objectives of qualitative techniques

Phases of qualitative research

Defining the target population

Choosing the technique

Sampling and recruitment

Preparing the discussion guide

Data collection and fieldwork

Processing, analysis, and presentation of data



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Topic 4: RESEARCH USING PRIMARY SOURCES: QUANTITATIVE TECHNIQUES

Objectives of quantitative techniques

Stages of quantitative research

Quantitative objectives

Defining the universe and sample

Choosing the data collection technique

Designing the data collection instrument: the questionnaire

Fieldwork

Data entry and tabulation

Quantitative analysis

Other study techniques: experimentation

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

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.

In-person methodology: Activities

Lectures, Workshops, Tutorials, and Written tests.

Non in-person methodology: Activities

Preparation of study materials, Workshop preparation, Individual practice, Group work, Personal study, and Completion of self-assessment exercises.

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.

RESUMEN HORAS DE TRABAJO DEL ALUMNO

CLASSROOM HOURS		
Seminarios y talleres	Trabajos monográficos y de investigación, individuales o colectivos	Lecciones de carácter expositivo
20.00	20.00	16.00
NON-PRESENTIAL HOURS		
Estudio individual y/o en grupo y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos	
40.00	55.00	
ECTS CREDITS: 6,0 (151,00 hours)		

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

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
Market Research Cases	Knowledge	50 %
Workshops	Attendance and implication	



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	Rubrics	20 %
Group Project	Rubrics	30 %

Calificaciones

Loss of the right to sit the final exam

The student may lose the right to take the final exam if they do not attend at least 75% of the in-person classes.

Requirements to pass the course

To pass the course, the student must have separately passed both the practical component and the theoretical component, achieving at least a grade of 5 out of 10 in each.

Note on the use of Generative Artificial Intelligence

The improper use of ChatGPT or any other generative AI tool in tasks where it is not permitted will be considered a serious offense, in accordance with the University's General Regulations, Article 168.2.e: "carrying out actions aimed at falsifying or defrauding the academic performance assessment systems."

The consequences of this will be "temporary expulsion for up to three months or prohibition from sitting exams in the next examination period following the imposition of the sanction, in one or more courses in which the student is enrolled, [...] in addition to receiving a failing grade (0) in the respective course, [...] [and] being prohibited from sitting exams in that course in the next examination period."

Note on assessment in the extraordinary examination period

Any component of the course that has been passed will be retained for the extraordinary examination period; only the failed component will need to be retaken in that period.

If the student has failed all components, then in the extraordinary period the assessment and grading of the course will be distributed as follows:

- 50% practical component: Individual Research Project
- 50% theoretical component: Knowledge exam

Note on repeat students and exchange students

These students will be exempt from attendance requirements, and their final grade will be the grade obtained in the theoretical exam in the relevant examination period. Nevertheless, it is suggested that these students contact their professor to ensure they keep up adequately with the course.

PLAN DE TRABAJO Y CRONOGRAMA

Activities	Date of realization	Delivery date
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Group work	Throughout the duration of the course. Please consult the detailed timetables.	
Cases	Throughout the duration of the course. Please consult the detailed timetables.	
Panel workshop	Please consult the detailed timetables.	
Final Exam	Please consult the Dean's Office timetables.	

BIBLIOGRAFÍA Y RECURSOS

Bibliografía Básica

Libros de texto

Villaverde Hernando, S. (2020). *Investigación de mercados en entornos digitales y convencionales: una visión integradora*. Ediciones Pirámide.

Grande, I., & Abascal, E. (2017). *Fundamentos y técnicas de investigación comercial* (13ª ed.). ESIC Editorial.

Malhotra, N. K. (2014). *Investigación de mercados* (6ª ed.). Pearson Educación.

Hair, J. F., Bush, R. P., & Ortinau, D. J. (2009). *Investigación de mercados*. McGraw-Hill Interamericana.

Martínez Rodríguez, A., & López Sánchez, J. (2024). *Investigación comercial* (2ª ed.). McGraw-Hill Educación.

Sánchez González, J., & Vázquez Rodríguez, J. A. (2022). *Investigación de mercados: tendencias y orientaciones estratégicas*. ESIC Editorial.

Apuntes

Apuntes de la asignatura

Transparencias de los profesores del portal de Recursos

Otros materiales

Casos y materiales de autoevaluación en el Portal de Recursos

Páginas web

The Perils of Market Research

http://www.businessweek.com/smallbiz/content/mar2010/sb20100312_705320.htm

TNS – Estudios de mercado públicos/gratuitos

<http://www.tns-global.es/actualidad/estudios-de-mercado-publicos/>

TNS – Noticias del sector



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<http://www.tns-global.es/actualidad/>

Blog de investigación de mercados, marketing y comunicación

<http://opinalia.com/rev/>

Bibliografía Complementaria

GONZALEZ LOBO, M. A. (2000), Investigación Comercial: 22 casos prácticos y un apéndice teórico, Editorial Esic, Madrid.

GARCÍA FERRER, G. (2005), Investigación Comercial, Editorial ESIC, Madrid.

MARTINEZ GASTEY, J. Y OTROS (2000), La investigación en marketing, AEDEMO, Madrid.

In compliance with current regulations on the **protection of personal data**, we would like to inform you that you may consult the aspects related to privacy and data that you have accepted on your registration form by entering this website and clicking on "download"

<https://servicios.upcomillas.es/sedeelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792>