



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	Optional
Department	Departamento de Marketing
Coordinator	David Felipe Martín García
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	David Felipe Martín García
Department	Departamento de Marketing
Office	OD-201 Alberto Aguilera
E-Mail	dfmartin@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</p>



marketing management and consumer behavior.

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.	
	RA01	Describe, relaciona e interpreta situaciones y planteamiento de nivel medio.
	RA02	Selecciona los elementos más significativos y sus relaciones en las situaciones planteadas.
	RA03	Identifica las carencias de información y establece relaciones con elementos externos a la situación planteada.
	RA04	Es capaz de resumir y estructurar la información empleando los conceptos adecuados.
CG02	Management of data and information as key elements for decision-making and for identification, formulation and resolution of business problems.	
	RA01	Busca, conoce, sintetiza y utiliza adecuadamente datos primarios y secundarios procedentes de diversas fuentes.
	RA02	Conoce y usa Internet para buscar y manejar información, textos y datos.
	RA03	Discierne el valor y la utilidad de diferentes fuentes y tipos de información
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.	
	RA01	Utiliza el diálogo para colaborar y generar buenas relaciones.
	RA02	Muestra capacidad de empatía y diálogo constructivo.
	RA03	Es capaz de despersonalizar las ideas en el marco del trabajo en grupo para orientarse a la tarea.
	RA04	Participa de forma activa en el trabajo de grupo compartiendo información, conocimientos y experiencias.
	RA05	Se orienta a la consecución de acuerdos y objetivos comunes.
	RA06	Contribuye al establecimiento y aplicación de procesos y procedimientos de trabajo en equipo.
	RA07	Desarrolla su capacidad de liderazgo y no rechaza su ejercicio.



	RA08	Aplica conocimientos y formas de actuación contrastadas en situaciones conocidas a otras que son nuevas o inesperadas.
	RA09	Comprende que lo nuevo es una oportunidad de mejora y es consustancial a la vida profesional.
CG06		Time management capacity with the purpose of improving personal and team efficiency within business organizations, its environment and its management.
	RA01	Asume la deontología y los valores asociados al desempeño de la profesión.
	RA02	Persigue la excelencia en las actuaciones profesionales.
	RA03	Asume una actitud responsable hacia las personas, con los medios y recursos que se utilizan o gestionan.
	RA04	Se preocupa por las consecuencias que su actividad y su conducta puede tener para los demás.
CG08		Autonomous learning capacity in order to acquire more knowledge on knowledge on cognitive skills and relevant contents applied to professional and business activities.
	RA01	Identifica, establece y contrasta las hipótesis, variables y resultados de manera lógica y crítica.
	RA02	Revisa las opciones y alternativas con un razonamiento crítico que permita discutir y argumentar opiniones contrarias.
ESPECÍFICAS		
CE13		Capacity of designing and analysing a Marketing Plan, and of implanting it and evaluating its impact on company's performance making use of advanced digital techniques.
	RA01	Conoce y diferencia las competencias del Marketing Estratégico y del Marketing Operativo.
	RA02	Desarrolla de manera sistemática las diferentes fases establecidas en los diversos procesos de planificación y gestión de la función Marketing.
	RA03	Conoce las diferentes etapas de elaboración de un Plan Estratégico de Marketing.

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

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

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 > or = 5/10), the course is validated with a final grade capped at 5.0.



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2022 - 2023

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.

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>