SYLLABUS

SUBJECT: MARKETING RESEARCH I
COURSE 3º SEMESTER 1º
DEGREE: MARKETING AND SALES MANAGEMENT
MODALITY: ON CAMPUS
ACADEMIC YEAR 2019/2020
SCHOOL OF BUSINESS & ECONOMICS
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

Name: MARKETING RESEARCH I
Code: c302
Year (s) course is taught: 3º
Semester (s) when the course is taught: 1º
Type: Compulsory subject
ECTS of the course: 6
Hours ECTS: 30
Language: Spanish
Modality: On campus
Degree (s) in which the course is taught: Marketing and Sales Management
School which the course is taught: School of Business & Economics

2.- ORGANIZATION OF THE COURSE:

Department: Business Economics
Area of knowledge: Marketing and Market Research

2. LECTURERS OF THE COURSE/SUBJECT

1.- LECTURERS:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: Ruth Mateos de Cabo</td>
<td></td>
</tr>
<tr>
<td>Phone (ext): 914566300 (15523)</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:matcab@ceu.es">matcab@ceu.es</a></td>
<td></td>
</tr>
<tr>
<td>Office: 1.04 B (15523)</td>
<td></td>
</tr>
<tr>
<td>Teaching and Research profile</td>
<td>Associate Professor of Marketing and Market Research</td>
</tr>
<tr>
<td>Research areas: Labour market research (six years of international-quality research)</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Lectures</th>
<th>CONTACT</th>
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<tbody>
<tr>
<td>Name: Miryam Martínez Martínez</td>
<td></td>
</tr>
<tr>
<td>Phone (ext): 914566300 (15488)</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:marmar@ceu.es">marmar@ceu.es</a></td>
<td></td>
</tr>
<tr>
<td>Office: 1.04 B</td>
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<table>
<thead>
<tr>
<th>Lectures</th>
<th>CONTACT</th>
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</thead>
<tbody>
<tr>
<td>Name: Susana González Pérez</td>
<td></td>
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<tr>
<td>Phone (ext): 914566300 (15370)</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:susana.gonzalezperez@ceu.es">susana.gonzalezperez@ceu.es</a></td>
<td></td>
</tr>
<tr>
<td>Office: 1.05B</td>
<td></td>
</tr>
</tbody>
</table>
Lectures | CONTACT
---|---
Name: | Susana González Pérez
Phone (ext): | 91.456.63.00 (5371)
Email: | susana.gonzalezperez@ceu.es
Office: | 1.05B

2.- OFFICE HOURS:
For any queries, students can contact lecturers by e-mail, phone or visiting their office during the lecture’s office hours published on the students’ Virtual Campus.

3. COURSE DESCRIPTION
This course analyzes the process of market research, with special focus on questionnaire design, quantitative and qualitative techniques and sampling. Additionally, the course address the use of univariate and bivariate data analysis techniques through the most commonly used statistical software in market research companies.

Prerequisites: it is recommended that the student has completed and passed the following subjects:
- Statistics
- Marketing basics

4. COMPETENCIES

1.- COMPETENCIES:

<table>
<thead>
<tr>
<th>Basic and General Competencies</th>
<th>Specific Competencies</th>
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<tbody>
<tr>
<td>CB1 CB2, CB3, CG1</td>
<td>CE3, CE5</td>
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</table>

2.- LEARNING OUTCOMES:
Identify the most used secondary data sources in market research.
Use of necessary and adequate analytical instruments in market research.
Learn how to use the statistical software most commonly used by market research companies.
5. LEARNING ACTIVITIES

1.- DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus</th>
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<tbody>
<tr>
<td>AF2</td>
<td>Seminars</td>
<td>25</td>
</tr>
<tr>
<td>AF3</td>
<td>Workshop</td>
<td>35</td>
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<tr>
<td>TOTAL</td>
<td>Presence Hours</td>
<td>60</td>
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<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
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<tbody>
<tr>
<td>AF8</td>
<td>Self student work</td>
<td>120</td>
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</table>

6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

- In order to be eligible for examination by ongoing assessment, students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.
- Full attendance to workshops is compulsory

IMPORTANT:

Once the schedule of on campus activities (exams, practices, exercises, works, presentations, etc.) has been established, in order to guarantee a level playing field for all students, these activities will not be repeated for the student who did not attend them.

2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>ASSESSMENT CRITERIA</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Code</td>
<td>Name</td>
</tr>
<tr>
<td>SE2</td>
<td>Written exam- multiple choice test or objective exam</td>
</tr>
<tr>
<td>SE3</td>
<td>Written exam - essay type questions</td>
</tr>
<tr>
<td>SE4</td>
<td>Written exam – exercises, problems, case studies or similar.</td>
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<tr>
<td>SE6</td>
<td>Individual work</td>
</tr>
<tr>
<td>SE7</td>
<td>Team work</td>
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</table>
3.- DESCRIPTION OF ASSESSMENT CRITERIA:

REGULAR EXAMINATION SESSION (February/June)

The assignments represent 60% of the final grade (up to 6 points). This grade will be calculated from:

- Individual works (SPSS Labs and exercises): 20%
- Team work (research project): 30%
- Multiple choice test: 10% (dates will be available during first days of the semester)

The grade of these assignments will be announced to the students before the final exam.

The final exam will represent the 40% of the final course grade, being necessary to take a minimum grade of 4 out of 10 to pass the subject.

The group research project consists of the practical application of the theoretical concepts addressed during the course. Each group will consist of 3 to 5 students. The issue/problem to conduct market research will be the result of an agreement between students and lectures in a first class meeting to give the students ample time to prepare. This project will be developed in line with the course, covering the different stages of the research process.

EXTRA EXAMINATION SESSION (July)

If the student does not pass the subject in the Regular Session (February/June), must take the Extra Session (July). In this session, the extra exam will compute 100% of the note, and it will cover all the subject matter contained in the subject.

7 COURSE PROGRAMME

1.- COURSE PROGRAMME:

THEORETICAL:

1. Marketing research. Basic concepts.
   1.1. Definition of Marketing Research.
   1.2. Content of Marketing Research.
   1.3. Applications of Marketing Research.
   1.4. Types of Marketing Research.
   1.5. Research designs.
   1.6. Types of information sources.

2. Questionnaire Design.
   2.1. Objectives of a Questionnaire.
   2.2. Questionnaire Design Process.
   2.3. Basic recommendations.
   2.4. Type of questions.
   2.5. Effects and precoding.

3. Quantitative techniques: Surveys and panel data
   3.1. Types of surveys.
      3.1.1. “Ad-hoc” Surveys:
         - Telephone Interviews.
         - Mail Interviews.
         - Telephone Interviews.
         - Electronic Surveys.
      3.1.2. Omnibus Surveys
   3.2. Panel data:
      3.2.1. Retail panel.
      3.2.2. Consumer panel
3.2.3. Audience panel

4. Qualitative Techniques.
   4.1. Depth Interviews.
      4.1.1. Depth Interview focused on the problem
      4.1.2. Depth Interview focused on the person
   4.2. Focus Group (FG) Interviews.
   4.3. Projective Techniques.
      4.3.1. Association Techniques
      4.3.2. Completion Techniques
      4.3.3. Construction Techniques
   4.4 Creative Techniques.
      4.4.1. Brainstorming
      4.4.2. Phillips 66
      4.4.3. Delphi
   4.5. Other qualitative techniques.

5. Measurement and Scaling.
   5.1. Primary Scales of Measurement
      5.1.1. Nominal Scale.
      5.1.2. Ordinal Scale.
      5.1.3. Interval Scale.
      5.1.4. Ratio Scale.
   5.2. Other Scales of Measurement.
      5.2.1. Comparative Scaling Techniques.
      5.2.2. Non-comparative Scaling Techniques

   6.2. Phases of sampling.
   6.3. Basic terminology of sampling.
   6.4. Types of sampling.
      6.4.1. Probability sampling.
      6.4.2. Non-probability Sampling.
   6.5. Sampling without replacement.
      6.5.1. Optimal sample size.
      6.5.2. Accuracy of the estimates.

7. Sampling Techniques. Stratified Sampling and fieldwork
   7.1. Sample allocation.
      7.1.1. Equal allocation
      7.1.2. Proportional allocation
      7.1.3. Optimal allocation
   7.2. Accuracy of the estimates.
   7.3. Optimal sample size.
      7.4.1. The problem of subject location.
      7.4.2. Number of variables to be estimated.
   7.5. Other sampling systems.

8. SPSS Introduction. Data management and files.
   8.1. Windows in SPSS
   8.2. Menu and toolbar
   8.2. Creating datasets
   8.3. Transforming data
   8.4. Data management. Basic manipulations and files.

   9.1. Frequency Distribution
   9.2. Statistics Associated with Frequency Distribution
   9.3. Exploratory analysis.
   9.4. Custom Tables.
   9.5. Reports (case summaries).
10: Final report
10.1. Types of research reports.
10.2. Written report. Styles and Structure.
10.3. Presentation.

PRACTICAL WORK PROGRAMME:
Different practices will be assigned throughout the theoretical program.

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### 8. RECOMMENDED READING

#### 1.- ESSENTIAL BIBLIOGRAPHY:

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Edition</th>
<th>Publisher</th>
<th>Location</th>
</tr>
</thead>
</table>

#### 2.- ADDITIONAL BIBLIOGRAPHY:

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Edition</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aaker D.; Kumar, V.; Day, G.</td>
<td>Investigación de Mercados (4ª Ed.)</td>
<td>Limusa.</td>
<td></td>
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<tr>
<td>González Lobo, Mª.A.</td>
<td>Investigación Comercial.</td>
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#### 4.- WEB RESOURCES:

- Asociación Española de Estudios de Mercado: [http://www.aedemo.es](http://www.aedemo.es)
- AFAMRO (European Federation of Assoc. of Market Research Org.): [http://www.efamro.com](http://www.efamro.com)
- Gfk Emer Market Research: [http://www.emer-gfk.com](http://www.emer-gfk.com)
- Ipsos, S.A.: [http://www.ipsos.com](http://www.ipsos.com)
- TNS / KANTAR: [http://www.tns-global.es](http://www.tns-global.es)
- Ikerfel: [http://www.ikerfel.es](http://www.ikerfel.es)
- Nielsen: [http://es.nielsen.com](http://es.nielsen.com)
- Estadísticas del Banco de España: [http://www.bde.es/estadis/estadis.htm](http://www.bde.es/estadis/estadis.htm)
9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS:

Failures in Academic Integrity (no identifying the sources of the work, plagiarism of work or use of unauthorized material during examinations), as well as signing on the attendance sheet in the name of a non-attendant classmate, will imply in the student not being eligible for continuous assessment, without prejudice to other disciplinary action that could be established.

Some professional courtesy rules that should be observed in the classroom are:

- Students should observe common courtesy and respect the rights of others. Students should be seated and ready to work and the beginning of the class.
- In the few and avoidable situations in which the student must leave the class before it is concluded, he / she should let the lecture know before the class begins.
- If the student is to be absent for a few minutes during the class, he / she should do it as quietly as possible so as not to interrupt.
- Please refrain from talking in class unless you are addressing the lecture or the whole class.
- Turn off all cell phones and personal electronic equipment out of respect for the lecturer and other students. You may not surf the Internet, use instant messaging, or text message anyone during class.
- If, according to the lecturer, the student has repeatedly interrupted the class, final grade can be reduced, and can be also increased to reward participation in the classes.
- If it appears to the lecturer that the student is not abiding by these expectations, he / she reserve the right to modify the final grade of the course.