COURSE DESCRIPTION

MARKET RESEARCH IN MARKETING II

4TH YEAR | 1ST SEMESTER

DEGREE: MARKETING

IN-CLASS TEACHING

ACADEMIC YEAR: 2018/2019

SCHOOL OF BUSINESS AND ECONOMICS
1. COURSE IDENTIFICATION

1.- COURSE:

<table>
<thead>
<tr>
<th>Name: MARKETING RESEARCH II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code: c407</td>
</tr>
<tr>
<td>Year (s) course is taught:  4th</td>
</tr>
<tr>
<td>Semester (s) when the course is taught: 1st</td>
</tr>
<tr>
<td>Type: Compulsory</td>
</tr>
<tr>
<td>ECTS: 6</td>
</tr>
<tr>
<td>Hours ECTS: 30</td>
</tr>
<tr>
<td>Language: Spanish</td>
</tr>
<tr>
<td>In-class teaching</td>
</tr>
<tr>
<td>Degree (s) in which the course is taught: Marketing</td>
</tr>
<tr>
<td>School of Business and Economics</td>
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</tbody>
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2.- ORGANIZATION OF THE COURSE:

<table>
<thead>
<tr>
<th>Department: Business Economics</th>
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<tbody>
<tr>
<td>Area of knowledge: Marketing and Market Research</td>
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</table>

2. LECTURERS OF THE COURSE

1.-LECTURERS:

<table>
<thead>
<tr>
<th>Instructor in charge</th>
<th>CONTACT DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: Ruth Mateos de Cabo</td>
<td></td>
</tr>
<tr>
<td>Phone (ext): 91 456 63 00 (15523)</td>
<td><a href="mailto:matcab@ceu.es">matcab@ceu.es</a></td>
</tr>
<tr>
<td>Email:</td>
<td></td>
</tr>
<tr>
<td>Office: 1.04 B</td>
<td></td>
</tr>
<tr>
<td>Lecturer (s)</td>
<td>CONTACT</td>
</tr>
<tr>
<td>Name: Susana González Pérez</td>
<td></td>
</tr>
<tr>
<td>Phone (ext): 91.456.63.00 (15370)</td>
<td><a href="mailto:susana.gonzalezperez@ceu.es">susana.gonzalezperez@ceu.es</a></td>
</tr>
<tr>
<td>Email:</td>
<td></td>
</tr>
<tr>
<td>Office: 1.05 B</td>
<td></td>
</tr>
</tbody>
</table>

2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.
3. COURSE DESCRIPTION

The course focuses on data analysis and the interpretation of results. Specifically, the classification of the main procedures of data analysis is addressed, emphasizing the techniques of analysis of multivariate data more common in the field of marketing research such as cluster analysis, factorial analysis, ANOVA, etc. As well as the presentation of the results of the research.

Prerequisites: It is recommended to have completed Marketing research I. Additionally it is recommended that the student has completed and passed the following subjects:

- Statistics
- Marketing basics
- Marketing management

4. SKILLS

1. SKILLS

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study at a level beyond secondary education that, even though based on advanced text books, it also includes aspects that are acquired from knowledge deriving from the state-of-the-art of the field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>BS3</td>
<td>Students should have the capacity to collect and interpret relevant data (usually within their area of study) to form opinions based on reflection on relevant topics of a social, scientific or ethical nature.</td>
</tr>
<tr>
<td>BS4</td>
<td>Students should be capable of communicating information, ideas, problems and solutions to both a specialist and non-specialist audience.</td>
</tr>
<tr>
<td>GS1</td>
<td>Capacity for analytical and critical thinking</td>
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<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>SS3</td>
<td>Capacity to make critical analyses in quantitative and qualitative terms, including data analysis, interpretation and extrapolation to business real life and situations where marketing tools may be applied.</td>
</tr>
<tr>
<td>SS5</td>
<td>Capacity to understand and use information technologies applied to business and to identify the relevant sources of economic information and their contents.</td>
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</tbody>
</table>
2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Learning outcomes</th>
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<tbody>
<tr>
<td>Learn the analytical instruments and their adequate use in the field of marketing research.</td>
</tr>
<tr>
<td>Learn how to use the statistical software most commonly used by market research companies.</td>
</tr>
<tr>
<td>Identify the most used secondary data sources in market research.</td>
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</table>

5. EDUCATIONAL ACTIVITIES

1.- DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<p>| Total hours of the course | 180 |</p>
<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EA2</td>
<td>Seminar</td>
<td>25</td>
</tr>
<tr>
<td>EA3</td>
<td>Group Workshop or Seminar</td>
<td>35</td>
</tr>
<tr>
<td>TOTAL Hours</td>
<td></td>
<td>60</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EA8</td>
<td>Independent Work</td>
<td>120</td>
</tr>
</tbody>
</table>

2.- EDUCATIONAL ACTIVITIES:

<table>
<thead>
<tr>
<th>Educational Activity</th>
<th>DEFINITION</th>
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</thead>
<tbody>
<tr>
<td>Seminar (EA2)</td>
<td>Educational activity focused especially on the competence of the students to develop the learning skills enabling them to assimilate content acquired beforehand, while relating economic concepts and those of similar and/or auxiliary disciplines and different theoretical and methodological approaches. Students study each subject in depth, to a large extent independently. This educational activity is also centered on encouraging students to acquire the skills necessary to communicate their conclusions – and the understanding and underlying reasons supporting them – to both a specialist and non-specialist audience, clearly and unequivocally. Priority is given to the participation of students and their sharing of the reasoned interpretation of knowledge and the sources of their fields of study, all of which is coordinated by the professor.</td>
</tr>
<tr>
<td>Group Workshop or Seminar (EA3)</td>
<td>Educational activity focused especially on the competence of the students to use specific methodologies for resolving problems of a practical nature encountered by economists in their most applied aspects and/or the information technology tools relevant to each subject. Priority is placed on students undertaking practical activities focused on data manipulation and selection of quantitative and/or qualitative information for purposes of drawing relevant conclusions.</td>
</tr>
</tbody>
</table>
Independent Work (EA8) | Educational activity whereby students independently manage their own learning by the study of the course.

6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

Although assistance is not mandatory, it is strongly recommended to do so to take full advantage of the course.

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>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SE2</td>
<td>Written multiple-choice or objective test examination</td>
<td>10</td>
</tr>
<tr>
<td>SE3</td>
<td>Written examination on reasoning questions</td>
<td>25</td>
</tr>
<tr>
<td>SE4</td>
<td>Written or computer-based examination on exercises, problems, cases, and so forth.</td>
<td>15</td>
</tr>
<tr>
<td>SE6</td>
<td>Individual work</td>
<td>20</td>
</tr>
<tr>
<td>SE7</td>
<td>Team work</td>
<td>30</td>
</tr>
</tbody>
</table>

ORDINARY EVALUATION

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

- Objective test examination: 10%
- Team work: 30%
- Individual works: 20%

Throughout the course, students (individually or in groups of up to 4 members) will answer in written to analysis practices that will be proposed by the lectures of the subject.

These practices consist of applying the theoretical concepts studied in the classes to the actual analysis of databases provided by the lectures, after which students must deliver the solutions within the period established through the platform of the Virtual Campus.

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 that will take place in a computer room, consisting of a set of reasoning questions in which the student will be provided with the statistical outputs necessary to answer them, and some computer-based data to analyze with SPSS.

To pass the exam students must obtain half the full score in the reasoning questions and one third in the computer-based data analysis.

Final grades will be based in the exam (40%) and the assignments (60%), conditional on at least scoring one third of the total score in each part.

EXTRAORDINARY EVALUATION

If the student does not pass the subject in the ordinary evaluation (February/June), must take the Extra evaluation (July). In this session, will apply the percentages established for grading in the ordinary evaluation, so that the extra exam will compute 50% of the note, and the assignments the remaining 50%.

In case of not having passed or carried out the subject assignments, the student may request an extraordinary assignment (individual or in group at the decision of the teaching unit), at least 10 days before the date of the extra evaluation. Its weight in the final grade will be 50%.

**7. COURSE SYLLABUS**

**1. COURSE SYLLABUS:**

**THEORETICAL:**

1: Introduction. Statistical techniques in marketing research.
   1.1. Techniques used in marketing research.
   1.2. Types of Techniques according to the variables and the objectives of the research.
   1.3. Applications to marketing research.
   1.4. Statistical packages.

2: Hypothesis Testing
   2.1. Basics of hypothesis testing
   2.2. Parametric tests
      2.2.1. T test for a single sample
      2.2.2. T test for two independent samples
      2.2.3. T test for two related samples
   2.3. Statistical test for relationship between two variables
      2.3.1. Correlation test
      2.3.2. Chi-square test.
   2.4. Non-parametric tests
      2.4.1. A single sample
      2.4.2. Two independent samples
      2.4.3. Two related samples

3. ANOVA
   3.1. Definitions.
   3.2. Initial Hypotheses.
   3.3. One-way ANOVA.
      3.3.1. Completely randomized with fixed effects design.
      3.3.2. Completely randomized with random effects design.
      3.3.3. Randomized block design with fixed effects design.
      3.3.4. Randomized block design with random effects design.
   3.4. Two-way ANOVA.
   3.5. ANOVA in SPSS.
4.1. Basic concept.
4.2. Distances and similarities.
4.4. Hierarchical Clusters
   4.4.1. Single Linkage or nearest neighbor.
   4.4.2. Complete Linkage or further neighbor.
   4.4.3. Average Linkage between groups.
   4.4.4. Centroid method.
4.5. Cluster in SPSS.

5. Factor Analysis.
5.1. Factor analysis model.
5.2. Factor analysis hypotheas.
5.3. Properties of the factor analysis model: factor loadings, communalities and uniqueness.
5.4. Phases of the factorial analysis.
5.5. Statistics Associated with Factor Analysis.
5.6. Principal Components Analysis.
5.7. Interpretation of Factors. Rotation of Factors.
5.8. Factor Scores.
5.9. Factorial Analysis in SPSS

6: Multidimensional Scaling.
6.3. Solution and Goodness-of-Fit Assessment.
6.4. Interpretation.
6.5. Results assessing.
6.6. Multidimensional Scaling in SPSS

7: Binary Response Models
7.1. Classification of discrete choice models.
7.2. Binary or dichotomous response models.
7.3. The linear probability model.
7.4. Logit and probit models.
7.5. Binary response models in SPSS.

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

8. BIBLIOGRAPHY

1. BASIC BIBLIOGRAPHY:

2. ADDITIONAL BIBLIOGRAPHY:
3.- WEB RESOURCES :

- Asociación Española de Estudios de Mercado: http://www.aedemo.es
- AFAMRO (European Federation of Assoc. of Market Research Org.): http://www.efamro.com
- MRA (Marketing Research Association): http://www.mra-net.org
- Gfk Emer Market Research : http://www.emer-gfk.com
- Instituto DYM, S.A.: http://www.institutodym.es
- Ipsos, S.A: http://www.ipsos.com
- TNS / KANTAR: http://www.tns-global.es
- Ikerfel: http://www.ikerfel.es
- Nielsen: http://es.nielsen.com
- Estadísticas del Banco de España: http://www.bde.es/estadis/estadis.htm
- Información estadística del INE: http://www.ine.es/inebase/index.html
- Centro de Investigaciones Sociológicas: http://www.cis.es
- Eurostat: http://europa.eu.int/comm/eurostat/
- Eurobarómetro: http://ec.europa.eu/COMMFrontOffice/PublicOpinion/

9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.

The teaching unit will decide, in each case, the sanction that will be applied to those students who are expelled from the classroom.