UAB
Universitat Autònoma de Barcelona

2017/2018

Market Research II

Code: 102354
ECTS Credits: 6

Degree	Type	Year	Semester
2501572 Business Administration and Management	OT	4	0

Contact

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Use of languages

Principal working language: spanish (spa)

Some groups entirely in English: Yes

Some groups entirely in Catalan: No

Some groups entirely in Spanish: Yes

Teachers

Maria Teresa Obis Artal

Prerequisites

There are not special prerequisites.

Objectives and Contextualisation

This course aims to address different analyses carried out in marketing and/or intelligence departments, or market research institutes, related to decision processes in the commercial area. More precisely, the objective is to present processes and technologies that enable marketers to evaluate the success of their marketing initiatives or, in other words, explain how their marketing programs are performing. For providing these explanations it is necessary gather data from across all marketing channels and consolidates it into a common marketing view. Therefore, we will work with multiple variables at the same time; as a consequence, the subject will present techniques for treating and analyzing all the available information. From the analysis, we will extract analytical results that can provide invaluable assistance in driving marketing efforts forward.

This subject is carried out from a very pragmatically approach, with applications in the field of marketing and using the JMP statistical package, the visual statistical discovery from SAS.

Skills

- Capacity for adapting to changing environments.
- Capacity for independent learning in the future, gaining more profound knowledge of previous areas or learning new topics.
- Capacity for oral and written communication in Catalan, Spanish and English, which enables synthesis and oral and written presentation of the work carried out.
- Demonstrate initiative and work individually when the situation requires it.
- Demonstrate knowledge of the processes for the implementation of company strategies.
- Organise the work in terms of good time management, organisation and planning.
- Select and generate the information necessary for each problem, analyse it and take decisions based on that information.

- Value ethical commitment in professional practice.
- Work well in a team, being able to argue proposals and validate or reject the arguments of others in a reasoned manner.

Learning outcomes

1. A capacity of oral and written communication in Catalan, Spanish and English, which allows them to summarise and present the work conducted both orally and in writing.
2. Assess ethical commitment in professional activity.
3. Capacity to adapt to changing environments.
4. Capacity to continue future learning independently, acquiring further knowledge and exploring new areas of knowledge.
5. Demonstrate initiative and work independently when required.
6. Organise work, in terms of good time management and organisation and planning.
7. Perform an analysis of the market and of competitive structures, and determine a strategic diagnosis for the company.
8. Select and generate the information needed for each problem, analyse it and make decisions based on this information.
9. Work as part of a team and be able to argue own proposals and validate or refuse the arguments of others in a reasonable manner.

Content

Unit 1: Available information for the company: sources and consolidation action.

Unit 2: How are my customers segments? Visual analysis of the information.

Unit 3: What do my customers think? Reduction of information.

Unit 4: Design the ideal product.

Unit 5: Sales and loyalty predictions

Unit 6: Image and positioning

Methodology

Since the objective of the course is to address various analyzes conducted in the marketing intelligence departments or in market research institutes, involving more than two variables, as well as present techniques related to information analysis, this course will have a practical approach. A first part of the class will present the situation that requires the application of multivariate techniques and the rest of the session the student will work with data files and practical cases where they have to apply the right techniques, interpret the obtained results and present the conclusions. Given the orientation of the subject, all sessions will be held in the computer lab using the JMP statistical package.

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
Masterly session, case discussions and works presentations	45	1.8	7
Type: Supervised			
Tutorials and supervision of tasks and assigned cases	15	0.6	7

Type: Autonomous

Readings, cases preparation, study and frameworks elaboration	60	2.4	7

Evaluation

The evaluation consists of two parts:

1. Development, in groups of 3 - 4 persons, of a project (60%). The development consists of 3 parts:

a) Visual analysis of the information (20%)

b) Reduction of information (20%)

c) Experiments and forecasting (20%)

2. Mini-tests along the course (30%).

A minimum score of 5 in each of the component parts of the evaluation is needed for implementing weights.

Attendance and participation at classes represents 10% of the final grade.

For those students who have obtained an evaluation rating equal to or greater than 4 but less than 5 will be a re-evaluation. This re-evaluation is scheduled in the calendar of exams of the School. Students who pass will approve the course with a score equal to 5. Otherwise, the student will keep the same value of the initial assessment.

A student is considered to be "not evaluable" in the subject as long as he/she has not participated in any of the evaluation activities. Therefore, a student who takes any component of the continuous assessmentcan not qualify for a "not evaluable".

Any delivery identified as plagiarized from classmates, or any other source, leads to fail the course with no possibility of re-evaluation. In case of plagiarism among fellow students none of the students involved with the plagiarism will pass the course .

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
First delivery	20	7	0.28	3, 1, 4, 5, 6, 7, 8, 9, 2
Mini-tests	30	5	0.2	1, 4, 5, 6, 7, 8, 2
Presence	10	0	0	3, 1, 4, 5, 6, 7, 8, 9, 2
Second delivey	20	9	0.36	3, 1, 4, 5, 6, 7, 8, 9, 2
Third delivery	20	9	0.36	3, 1, 4, 5, 6, 7, 8, 9, 2

Bibliography

CARVER, R. (2010): "Practical Data Analysis with JMP". SAS Press.

FEINBERG, F.M.; KINNEAR, T.C AND TAYLOR, J. R. (2012). "Modern Marketing Research: Concepts, Methods, and Cases". Second Edition, published by Cengage Learning.

HAIR, J.F.Jr.; ANDERSON, R.E.; TATHAN, R.L. y BLACK, W.C. (1999): "Multivariate Analysis". Pretince Hall.

KLIMBERG, R. & McCULLOUGH, B.D. (2013): **Fundamentals of Predictive Analytics with JMP.** SAS Institute, Inc.

LEHMAN, A.; O'ROURKE, N.; HATCHER, L.; STEPANSKI, E.J. (2013): "JMP® for Basic Univariate and Multivariate Statistics: Methods for Researchers and Social Scientists", Second Edition. SAS Institute. April

MALHOTRA, N.K. (2012): "Basic Marketing Research, 4/E". Prentice Hall.

Manual "JMP Modeling and Multivariate Methods"
(www.jmp.com/support/.../jmp9/modeling_and_multivariate_methods.pdf)

Internal notes (available in the moddle area).