Market Research I

Code: 102355
ECTS Credits: 6

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

Contact

Name: Josep Rialp Criado

Email: Josep.Rialp@uab.cat

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

Monica Roca Batlle

Laura Victoria Isierte Moreno

Prerequisites

There are not special prerequisites.

Objectives and Contextualisation

This course presents commercial research projects as the most common tool for obtaining information in order to reduce the uncertainty inherent in any decision process in the commercial area of the company. Different components of research projects are presented. Specifically, we analyze how to perform an experiment, a structured survey or a qualitative research, as well as the computer processing of surveys and how to obtain, choose and exploit secondary data. Students will learn how to use these techniques and, therefore, they will be able to apply them to other areas beyond marketing. In addition, standard techniques and tests used specifically in marketing research are discussed, for example concept test, product test and/or communication test. This subject does not forget the relevance of new technologies of information and communication (internet, mobile, social networks) for research to facilitate the development of projects.

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

INTRODUCTION TO MARKET RESEARCH

Decision process and relation with Market Research.

Market Research purposes, content and scope.

Organization of Market Research. Problem definition and research design

RESEARCH PROJECT

Market Research project steps.

Information sources: secondary and primary.

Primary sources:

Quantitative Research

Surveys (questionnaire, variables, scales, types of surveys, sampling)

Observation

Experiments

Qualitative Research

In-deep interviews, Focus Groups, Projective Techniques

MARKETS RESEARCH APPLICATIONS

Concept test.

Product test.

Brand name and logo test.

Image and positioning.

Communication tests (advertising pre- and post-test).

Audience research

Price test

TABULATION AND SURVEY ANALYSIS

Introduction to computer packages (JMP).

Capturing information

Summarizing information

Descriptive analysis

Bivariate analysis (relation between two variables)

Results presentation

Methodology

Theoretical and practical sessions will be combined. Relevant concepts of market research will be developed using real world examples. Students will work cases in practical sessions where they will have to propose market research projects, summarize information and provide interpretations of the relationship between variables. Sessions in computer room will be combined with sessions in regular rooms.

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
Masterly session, case discussions and 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 framework elaboration	45	1.8	7

Evaluation

Continuous evaluation. Comprising:

1. Two deliveries. These deliveries will be requested in certain theoretical / practical sessions with a delivery time of 2 weeks, and will be linked to the content addressed in these sessions. In the moddle classroom or in the virtual campus of the subject will be published two weeks in advance, so continuous monitoring of the moddle classroom or the virtual campus is recommended. The exercises / cases will be done in groups (the recommended group size is 4 students). This part is 40% of the final course grade and all deliveries have the same weight.

2. Tests of the practical part of the course. There will be two tests related to the practical part of the course. Moddle classroom will be used for doing the tests and their programming will be posted in the moddle

classroom, so we recommend a continuous monitoring of it. This part represents 20% of the final course grade and the tests will have the same weight.

3. Tests of the theoretical part of the course. There will be three tests related to the theoretical part of the course. Moddle classroom will be used for doing the tests and their programming will be posted in the moddle classroom, so we recommend a continuous monitoring of it. This part represents 30% of the final course grade and the tests will have the same weight.

A minimum score of 5 in each of the component parts 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, 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 whotakes any component of the continuous assessment component can not qualify for a "not evaluable".

Anydeliveryidentified 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 fail will be the assessment for both students (the plagiarist and the facilitator of plagiarism).

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
First delivery	20	20	0.8	3, 1, 4, 5, 6, 7, 9, 2
Practical part	20	2	0.08	3, 1, 4, 5, 6, 7, 8, 2
Presence	10	0	0	3, 1, 4, 5, 6, 7, 8, 9, 2
Second delivery	20	20	0.8	3, 1, 4, 5, 6, 7, 8, 9, 2
Theoretical part	30	3	0.12	3, 1, 4, 5, 6, 7, 8, 2

Bibliography

BURNS, A.C. & BUSH, R.F. (2010): "Marketing Research, 6/E". Prentice Hall.

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, JR., J.F.; WOLFINBARGER, M.; ORTINAU, D.J.; BUSH, R. (2012): "Essentials of Marketing Research", 3rd (third) McGraW-Hill.

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.

Internal notes (available in the moddle areas).