

Consumer and Market Research

Code: 103150
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	0

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

There are no prerequisites.

Objectives and Contextualisation

The subject is part of the subject Research in Communication, together with the subject Research Methods in Communication.

Learning objectives of the subject:

1. To provide students with a global vision, from a scientific point of view, of market and consumer research techniques (quantitative and qualitative).
2. Review the basic and most commonly used methods in market and consumer research, in the advertising communication industry and market research.
3. Train the student to use and apply any research method autonomously, from its review and study and the development of laboratory practices.

Competences

- Relay complex concepts and data simply, using conventional tools for presenting and publicly disclosing research findings.
- Use the different analysis methods and tools that are common in communication research.

Learning Outcomes

1. Describe the characteristics that differentiate quantitative studies from qualitative studies in the analysis and resolution of communication problems.
2. Develop public presentations to defend case studies on advertising and public relations campaigns.
3. Distinguish the methods and techniques of auditing organisational communication.
4. Identify and select the object of study, the most relevant sources, hypotheses, variables, analysis protocols and the validation-verification of results.

5. Lead group discussions.
6. Use oral presentation techniques in presenting research.

Content

1. Characteristics of the scientific method, its application to the problems of advertising research and markets.
Commercial research and its context: marketing and commercial research.
Statistics, demography, psychology, sociology, comunicology and scientific method as frames of reference for market research.
3. The approach to research problems:
Common problems in market research: How should our brand / product / service be presented to the consumer?
Can the market be organized into groups of homogeneous consumers?
What does the consumer think of our brand?
How are the products used?
How to modify the perception of our brand by consumers?
What is our ideal price?
How are our customers?
How can we communicate with our customers?
The selection and delimitation of a problem
The object of study in commercial research:
Product / service / brand, population or messages?
Universe, population, sample and sampling
5. Group dynamics and projective techniques.
The objectives of a group dynamics.
Organization and structure of the group.
The functioning of group dynamics.
Analysis and interpretation of data.
Projective techniques
7. Depth interview.
Characteristics of the interview in depth.
Types of interviews.
Analysis and interpretation of data.
9. Ethnographic studies.
Types of ethnographic observation
Methodological aspects.
Pseudo-purchase and mysterious purchase.
11. Surveys
Dimensionalization
Preparation of questionnaires.
Types of surveys.
Approach based on homogeneity (probabilistic, not probabilistic).
Sample theory.
13. Online research techniques.
14. Experimental research techniques.
Concept and meaning of experimental research.
Applications of experimental research.
Basic conception of an experimental design.
The role of the HYPOTHESIS and the hypothesis levels.
Dependent and independent variables
The concept of CONTRASTATION.
16. Functioning, organization, and usual tasks in a market research company.

Methodology

The subject will be developed in two parallel, articulated and complementary lines:

- a) The linear review of a set of basic contents on scientific method and applied research techniques.
- b) Work on a specific research problem focused on the objectives of promotion and sale of a specific product or service.

While theoretical sessions review conceptual models and research techniques, in practical sessions, students will progress in a parallel and consistent way in the approaches and the evolution of the investigation of a specific case of reference (real or simulated) , on which all the acquired knowledge will be applied.

The students will be organized in groups. Each group will work on the case from a specific and differentiated perspective, agreed between the professor and the group itself. In each group, students will be organized into roles and will specify the tasks assigned to each member. Each and every one of the tasks developed must be signed by the students who made them.

The subject will be complemented with seminars in which professionals of the sector will explain their working methods.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theory sessions	15	0.6	1, 3, 4
Type: Supervised			
Group tutorials	7	0.28	1, 3, 4
Resolution of cases in the classroom	36	1.44	1, 3, 4
Type: Autonomous			
Preparation of works (presentation in class and written memory)	40	1.6	5, 2, 6
Research, readings, synthesis test preparation	40	1.6	1, 4

Assessment

The evaluation of the subject will be made from:

- Exhibition and preparation of the first research report: 30% (group evaluation).
- Exhibition and preparation of the second research report: 40% (group evaluation).
- Practices in class: 10% (group evaluation). These practices are support for the research work (first report and second report). Assistance to follow-up tutorials and delivery of practices are mandatory in each session.
- Written synthesis test: 20% (individual evaluation).

In case the test score is less than 3, the student will have to go to re-evaluation of the exam. The re-evaluation is only considered for the individual test of theoretical and practical contents.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
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Practices	10%	0	0	1, 3, 4
Presentation and preparation of the first research report	30%	3	0.12	5, 2, 6
Presentation and preparation of the second research report	40%	6	0.24	5, 2, 6
Written synthesis test	20%	3	0.12	1, 3, 4

Bibliography

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Malhotra, Naresh K., Investigación de mercados. Quinta edición México. 2008

Martínez, Pepe. Cualitativa-mente. Los Secretos de la Investigación Cualitativa. ESIC

Merino, M. Jesús y Yaguez, Estefanía. Nuevas tendencias en investigación y Marketing. ESIC. 2012

Olabuenaga, Ruiz J.I. Metodología de la Investigación cualitativa Ed. Deusto 5º ed. 2012

Pedret R, Camp F, Sagnier L. La investigación Comercial. Colección Management, DEUSTO 2007

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Soler, Pere: Investigación de mercados. Principios básicos. Universidad Autónoma de Barcelona. Facultad de Ciencias de la Comunicación. 2001.

Krippendorff, Klaus: Metodología de análisis de contenido: teoría y práctica. Barcelona. Paidós, 1990