

Research Methods and Tools

Code: 43403
ECTS Credits: 9

Degree	Type	Year	Semester
4314947 Strategic Planning in Advertising and Public Relations	OB	0	1

Contact

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Use of Languages

Principal working language: catalan (cat)

Teachers

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Prerequisites

There are no prerequisites for taking the course.

Objectives and Contextualisation

- To provide students with the conceptual and methodological instruments essential to develop scientific research, both from the perspective of commercial and applied research as well as basic research.
- To familiarize students with the three major methodological perspectives (qualitative, quantitative and experimental) of the social sciences.
- To support students in the theoretical and methodological approach to their end-of-master projects.

Competences

- Demonstrate systemic, scientific thought, oriented to results.
- Design and carry out market research.
- Display familiarity with the literature and adapt available results in order to address new or little-known problems, making innovative proposals.
- Identify research problems and apply the most suitable qualitative and quantitative methodologies and tools in studies on communicative phenomena in advertising and PR.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Apply creative solutions to research problems in advertising and PR.
2. Decide whether to try out new approaches and methods of analysis on the basis of the literature on the discipline of strategic communication.
3. Identify and classify the new specific techniques for market research.

4. Identify the new tools of commercial communication.
5. Relate different perspectives and methodological approaches in the course of a research project.
6. Subject theories and research findings to methods of verification or comparison.
7. Successfully carry out a research project.
8. Use the new commercial communication tools correctly.

Content

1. The scientific method in advertising and public relations research

- 1.1. Basic characteristics of the scientific method
- 1.2. From the knowledge problem to the sample
- 1.3. Definition as a scientific tool
- 1.4. The paradigm as an instrument of scientific organisation
- 1.5. Hypothesis and contrastability
- 1.6. Research designs
- 1.7. The variables
- 1.8. The experimental method

2. Analysis and measurement instruments used by the planner

- 2.1. Survey
- 2.2 Focus group
- 2.3. Online discussion groups
- 2.4. In-depth interview
- 2.5. Observation Participant
- 2.6. Content analysis

3. Applications of Neuromarketing to Strategic Planning

- 3.1. Psycho-biometric methods for measuring the emotional response of the consumer
- 3.2. Eye Tracking Software
- 3.3. Voice recognition
- 3.4. Olfactory marketing
- 3.5 Contributions of market research firms to the study of consumer behaviour

4. Bibliographic and information resources for strategic planning research.

- 4.1 The process of searching for information within the framework of scientific and applied research.
- 4.2 Bibliographic resources.
- 4.3 Tools to know the quality and impact of scientific production.
- 4.4 Social search engines.

Methodology

The course includes master classes, guided theoretical activities, supervised individual and group activities, as well as a set of autonomous activities to achieve the objectives of the module. Each of the sections in which the contents are organised are taught by a specialist teacher.

The students will be organized in groups of 3 or 4 students and each of these groups will work on a research case. The groups will develop throughout the course a set of exercises designed to apply in their respective cases the knowledge proposed in class. The result of the exercises, which are developed from the autonomous work (individual and team) of the students, should lead to a research project argued, theoretically based, with a complete methodological proposal that each group should present to the teacher.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical sessions and case studies	28	1.12	1, 2, 7, 3, 4, 5, 6, 8
Type: Supervised			
Work and review and discussion in the classroom	27	1.08	1, 2, 7, 3, 4, 5, 6, 8
Type: Autonomous			
Reading and exercise development	80	3.2	1, 2, 7, 3, 4, 5, 6, 8
Writing and revision of the final work	75	3	1, 2, 7, 3, 4, 5, 6, 8

Assessment

Skills acquisition assessment system and ratings system:

- Review and follow-up in class by the teachers (through classroom tutorials) of the exercises on the research case: 10%.
- Evaluation of the research project developed throughout the module: 90%.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Evaluation of the research project	90	5	0.2	1, 2, 7, 3, 4, 5, 6, 8
Review and follow-up of exercises	10	10	0.4	1, 2, 7, 3, 4, 5, 6, 8

Bibliography

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Enllaços:

http://es.wikipedia.org/wiki/Aplicacion_del_metodo_cientifico

<http://revistas.um.es/eglobal/article/viewFile/653/685>