

**Market Research Strategies**

Code: 42433  
ECTS Credits: 12

Degree	Type	Year	Semester
4313256 Audiovisual Communication and Advertising Contents	OB	0	1

**Contact**

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**Use of Languages**

Principal working language: spanish (spa)

**Teachers**

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**Prerequisites**

To attend this course, a good reading comprehension of English is required

**Objectives and Contextualisation**

This module aims to provide specific methodological knowledge applied to audiovisual and advertising content research, offering the basis of scientific and market research. Learning with this module focuses on quantitative, qualitative and experimental research methods and techniques.

**Competences**

- Analyse research results to obtain new products or processes, assessing their industrial and commercial viability with a view to transferring them to society.
- Choose, design and apply methodological strategies for scientific research in audiovisual communication and product development.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Conceive, plan, and lead academic and/or professional research projects in audiovisual and advertising communication, applying criteria of quality, equality and ethical and social responsibility.
- Continue the learning process, to a large extent autonomously.
- Demonstrate an attitude awake, innovative and analytical in relation to the research questions
- Develop the ability to assess sex and gender inequalities in order to design solutions.
- Lead interdisciplinary teams in varying environments.
- Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
- Seek out information in the scientific and technological context and learn practical ICT skills.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

- Take decisions and accept responsibility for their consequences.

## Learning Outcomes

1. Analyse research results to obtain new products or processes, assessing their industrial and commercial viability with a view to transferring them to society.
2. Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
3. Continue the learning process, to a large extent autonomously
4. Define and mark out the limits of an object of study.
5. Demonstrate an attitude awake, innovative and analytical in relation to the research questions
6. Design research pre-projects.
7. Distinguish the bases and strategies for market research.
8. Evaluate the different methodological strategies for research in audiovisual and advertising communication.
9. Foster teamwork in project planning.
10. Identify and describe the methodological stages of scientific research.
11. Identify and differentiate between methodological techniques.
12. Incorporate market knowledge into the design and development of projects.
13. Keep the phases of the research project within the set time limits.
14. Know how to compile, systematise, conserve and disseminate information on women, works written by women, documents referring to equality policies and laws and those generated by research in gender studies, assessing the gender biases that may be included in existing search engines and descriptors.
15. Know how to use and create qualitative and quantitative indicators, including statistical ones, to better understand gender inequalities and differences in the needs, conditions, values and aspirations of women and men.
16. Lead interdisciplinary teams in varying environments.
17. Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
18. Present and defend the pre-projects created.
19. Seek out information in the scientific and technological context and learn practical ICT skills.
20. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
21. Take decisions and accept responsibility for their consequences.
22. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

## Content

### Basis of Scientific Knowledge

- Objectives of scientific research in Communication
- Approach to the investigation process
- Phases of the research process
- Strategies for methodological design

### Approach to audiovisual market research

- Context of market studies in audiovisual and advertising communication
- Strategies for Market Research
- Guidelines for the design of audiovisual market studies

### Quantitative methods and techniques

- Quantitative Research in Communication
- Characteristics of the quantitative methodology
- Quantitative techniques

### Qualitative methods and techniques

- Qualitative Research in Communication
- Characteristics of the qualitative methodology
- Qualitative techniques
- The ethnographic approach in communication research

#### Experimental Research Methods

- Practices and issues related to the application of experimental research methods in Communication
- Types of Experimental Designs

## Methodology

The acquisition of knowledge and skills by students will be carried out through different methodological procedures that include master classes in the classroom, analysis exercises, debate and reflection from viewings and reading material in the spaces of the classroom and seminars.

The health situation could force us to transform face-to-face sessions into online sessions.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars	21	0.84	13, 1, 6, 8, 19, 4, 7, 9, 18, 20, 2, 3, 22, 12
Theoretical classes	54	2.16	13, 6, 8, 4, 7, 11, 12
Type: Supervised			
Case studies	44	1.76	13, 1, 6, 8, 19, 5, 7, 11, 18, 12
Reading texts	27	1.08	5, 7, 11
Type: Autonomous			
Autonomous work	150	6	13, 1, 6, 19, 4, 5, 17, 9, 21, 18, 20, 2, 3, 22, 16

## Assessment

The evaluation consists of three different parts:

Pre-project (70%)

Oral defense (20%)

Participation in seminars (10%)

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
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Oral defense + participation in seminars	Oral defense + participation in seminars	4	0.16	13, 6, 8, 4, 5, 7, 11, 17, 9, 21, 18, 2
Participation in seminars	Participation in seminars	0	0	5, 21, 18, 20, 2, 22
Research pre-project	Research pre-project	0	0	13, 1, 6, 8, 19, 4, 7, 10, 11, 17, 21, 18, 20, 3, 14, 15, 22, 16, 12

## Bibliography

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## Software

Text Edition (Word o similar)  
Presentations (Powerpoint o similar)  
Spreadsheets (Excel o similar)