UAB
Universitat Autònoma de Barcelona

Market Research I

Code: 102355
ECTS Credits: 6

2024/2025

Degree	Type	Year
2501572 Business Administration and Management	OB	3
2501573 Economics	OT	3
2501573 Economics	OT	4

Contact

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Teaching groups languages

You can view this information at the end of this document.

Prerequisites

There are not special prerequisites.

Mandatory subject for the new study plan 1416 (ADE), 1417 (ADE English). For the study plan 950 (ADE), 1102 (ADE English) is optional.

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.

Competences

Business Administration and Management

- 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.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- 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. Capacity to adapt to changing environments.
3. Capacity to continue future learning independently, acquiring further knowledge and exploring new areas of knowledge.
4. Demonstrate initiative and work independently when required.
5. Organise work, in terms of good time management and organisation and planning.
6. Perform an analysis of the market and of competitive structures, and determine a strategic diagnosis for the company.
7. Select and generate the information needed for each problem, analyse it and make decisions based on this information.
8. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
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 and package tests.

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)

Lineal models with 2 or more independent variables

Results presentation

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Masterly session, case discussions and presentations	32.5	1.3	6

Masterly sessions, case discussions and presentations mainly focused on quantitative analysis	17	0.68	6
Type: Supervised			
Tutorials and supervision of tasks and assigned cases	26	1.04	6
Type: Autonomous			
Readings, cases preparation, study and framework elaboration	62.5	2.5	6

The type of teaching planned for the subject is face-to-face teaching.

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.

The proposed teaching methodology may undergo some modifications according to the restrictions imposed by the health authorities on on-campus courses.

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Project	40	8	0.32	2, 1, 3, 4, 5, 8, 6, 9
Tests qualitative part	30	2	0.08	2, 1, 3, 4, 5, 6, 7
Tests quantitative part	30	2	0.08	2, 1, 3, 4, 5, 6, 7

The continuous evaluation consists of 2 parts:

1. Development of a project in groups of maximum 4 people throughout the course. Partial reviews will be conducted, but there will only be one final grade based on the submission of a final report. This part represents 40% of the grade (25% of the written report, 5% for the surveys following the indications provided in class, and 10% for the oral presentation).

2. The result of two tests. There will be two tests with two parts: one part related to the theoretical topics and another part with the content of the analysis part of the subject. The Moddle classroom will be used and its schedule will be published in the Moddle classroom, so continuous monitoring of it is recommended. This part represents 60% of the mark and each test will have the same weight.

The student must achieve a minimum grade of 3.5 in the project and 5 in the average of the individual tests in order to apply the weightings. If the student does not achieve these grades, she/he may be eligible for re-assessment if the combined weighted mark of the two assessment components is 3.5 or higher.

A student is considered "Not assessable" in the subject when he has not participated in any of the assessment activities or if he communicates that he leaves the subject before the 8th week of the course.

Calendar of evaluation activities

The dates of the evaluation activities (midterm exams, exercises in the classroom, assignments, ...) will be announced well inadvance during the semester.

The date of the final exam is scheduled in the assessment calendar of the Faculty.

"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will bescheduled withinthe same academic period to make up for the missed evaluation activity." Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB). Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule
https://eformularis.uab.cat/group/deganat_feie/application-for-exams-reschedule

Grade revision process

After all grading activities have ended, students will be informed of the date and way in which the course grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

Retake Process

"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject." Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student to have achieved an average grade of the subject between 3.5 and 4.9.

The date of the retake exam will be posted in the calendar of evaluation activities of the Faculty. Students who take this exam and pass, will get a grade of 5 for the subject. If the student does not pass the retake, the grade will remain unchanged, and hence, student will fail the course.

Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, *"in the case that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation of the same subject, the final grade of this subject will be 0"*. ***Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).***

The proposed evaluation activities mayundergo some changes according to the restrictions imposed by the health authorities on on-campus courses.

This subject does not offer the option for comprehensive evaluation.

Bibliography

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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. Last edition.

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

Internal notes (available in the moddle areas).

Software

The software used to develop the quantitative analysis part is the JMP.

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	21	Catalan	second semester	morning-mixed
(PLAB) Practical laboratories	22	Catalan	second semester	morning-mixed
(PLAB) Practical laboratories	41	English	second semester	morning-mixed
(PLAB) Practical laboratories	42	English	second semester	morning-mixed
(PLAB) Practical laboratories	131	Catalan/Spanish	second semester	morning-mixed
(PLAB) Practical laboratories	132	Catalan/Spanish	second semester	morning-mixed
(PLAB) Practical laboratories	521	Catalan	second semester	afternoon
(PLAB) Practical laboratories	522	Catalan	second semester	afternoon
(PLAB) Practical laboratories	601	Catalan/Spanish	second semester	morning-mixed
(PLAB) Practical laboratories	602	Catalan/Spanish	second semester	morning-mixed
(TE) Theory	2	Catalan	second semester	morning-mixed
(TE) Theory	4	English	second semester	morning-mixed
(TE) Theory	13	Catalan/Spanish	second semester	morning-mixed
(TE) Theory	52	Catalan	second semester	afternoon

(TE) Theory	60	Catalan/Spanish	second semester	morning-mixed