

## Market Research II

Code: 102354  
ECTS Credits: 6

**2025/2026**

Degree	Type	Year
Business Administration and Management	OT	4

### Contact

Name: Jose Rialp Criado

Email: josep.rialp@uab.cat

### Teaching groups languages

You can view this information at the [end](#) of this document.

### Prerequisites

There are not special prerequisites.

### Objectives and Contextualisation

This course aims to address different analyses carried out in marketing and/or intelligence departments, or market research institutes, related to decision processes in the commercial area. More precisely, the objective is to present processes and technologies that enable marketers to evaluate the success of their marketing initiatives or, in other words, explain how their marketing programs are performing. For providing these explanations it is necessary gather data from across all marketing channels and consolidates it into a common marketing view. Therefore, we will work with multiple variables at the same time; as a consequence, the subject will present techniques for treating and analyzing all the available information. From the analysis, we will extract analytical results that can provide invaluable assistance in driving marketing efforts forward. This subject is carried out from a very pragmatically approach, with applications in the field of marketing and using the JMP statistical package, the visual statistical discovery from SAS.

### Competences

- 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

Topic 1: The information available to the company: sources, consolidation and visual analysis of the information.

Topic 2: Forecast of sales and other marketing magnitudes.

Topic 3: Assessment of alternatives in marketing mix.

Topic 4: What do my customers think? Reduction of information.

Topic 5: What clients are interacting with the company? What is their likelihood of purchasing and their potential profitability?

Topic 6: Customer loyalty and abandonment analysis.

Topic 7: Comparison of predictive models.

Topic 8: Data Mining and Data Science.

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Masterly session, case discussions and works presentations	32.5	1.3	6
Masterly sessions, case discussions and presentations mainly focused on	17	0.68	6

quantitative analysis

Type: Supervised

Tutorials and supervision of tasks and assigned cases	23	0.92	6
Type: Autonomous			
Readings, cases preparation, study and frameworks elaboration	60.5	2.42	6

Since the objective of the course is to address various analyzes conducted in the marketing intelligence departments or in market research institutes, involving more than two variables, as well as present techniques related to information analysis, this course will have a practical approach. A first part of the class will present the situation that requires the application of multivariate techniques and the rest of the session the student will work with data files and practical cases where they have to apply the right techniques, interpret the obtained results and present the conclusions. Given the orientation of the subject, all sessions will be held in the computer lab using the JMP statistical package.

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of project development, provided that the final result reflects a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify which parts were generated using AI technologies, specify the tools used, and include a critical reflection on how these tools influenced both the process and the final outcome of the activity. Lack of transparency in the use of AI will be considered academic dishonesty and may result in a grade penalty or more severe sanctions in serious cases.

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
First delivery	20	6	0.24	2, 1, 3, 4, 5, 8, 6, 7, 9
Second delivery	25	7	0.28	2, 1, 3, 4, 5, 8, 6, 7, 9
Tests	55	4	0.16	1, 3, 4, 5, 6, 7

The evaluation consists of two parts:

1. Development, in groups of maximum 4 people, of a project. Its development consists of 2 parts:
  - a) Visual and statistical descriptive analysis of the data and the application of techniques for prediction and dimensionality reduction (20%)
  - b) Generation of customer typologies, market segments, loyalty studies, and model comparison (25%)
2. Tests throughout the course (55%).

The student must obtain a minimum grade of 5 in the average of the individual tests. If it does not reach this mark, the student may take the re-evaluation if the mark for applying the weightings of the two parts that make up the evaluation is 3.5 or higher.

A student is considered "Not evaluable" in the subject when she has not participated in any of the evaluation activities or if she communicates that she 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 in advance 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 be scheduled within the 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](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 may undergo 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

CARVER, R. (2010): "Practical Data Analysis with JMP". SAS Press. Last edition.

FEINBERG, F.M.; KINNEAR, T.C AND TAYLOR, J. R. (2012). "Modern Marketing Research: Concepts, Methods, and Cases". Second Edition, published by Cengage Learning. Last edition

FRASER, C. (2019): "Business Statistics for competitive advantage with Excel 2019 and JMP. Basics, Model Building, Simulation and Cases". Springer. ISBN 978-3-030-20373-3; ISBN 978-3-030-20374-= (ebook). <https://doi.org/10.1007/978-3-030-20374-0>

HAIR, J.F.Jr.; BLACK, W.C.; BABIN, B.J.; ANDERSON, R.E. (2018): "Multivariate Analysis". Cengage Learning EMEA.

KLIMBERG, R. & McCULLOUGH, B.D. (2018): Fundamentals of Predictive Analytics with JMP. Second edition . SAS Institute, Inc.

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.

Manual "JMP Modeling and Multivariate Methods"  
([www.jmp.com/support/.../jmp9/modeling\\_and\\_multivariate\\_methods.pdf](http://www.jmp.com/support/.../jmp9/modeling_and_multivariate_methods.pdf))

Internal notes (available in the middle area).

## Software

The software used is the JMP.

## Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	4	English	first semester	morning-mixed
(TE) Theory	4	English	first semester	morning-mixed