

## Consumer and Market Research

Code: 103150  
ECTS Credits: 6

**2025/2026**

Degree	Type	Year
Advertising and Public Relations	OP	4

### Contact

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### Teaching groups languages

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

### 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.

### Learning Outcomes

1. CM18 (Competence) Plan market studies and research in the field of persuasive communication for social transformation and in line with the SDGs.
2. KM24 (Knowledge) Identify the main quantitative and qualitative research techniques for the study of markets and consumers when planning persuasive communication campaigns.
3. SM17 (Skill) Operate using the most appropriate methodology according to the questions or hypotheses posed in research on persuasive communication.
4. SM19 (Skill) Defend the methodology, results, and conclusions of a communication research project orally and in writing, using effective and inclusive language.

## Content

Characteristics of the scientific method and its application to advertising and market research problems.

Commercial research and its context: marketing and commercial research.

Formulating research problems.

Selecting and defining a problem.

The object of study in commercial research.

Universe-population, sample, and sampling.

Qualitative methods.

Focus groups: design, execution, and analysis.

In-depth interviews and ethnography.

Creative projective techniques.

Quantitative methods.

Designing effective questionnaires.

Types of surveys (online, telephone, face-to-face).

Sampling and sample size.

Specialized studies.

Mystery Shopping and pseudo-purchase.

Advertising pre-tests and concept testing.

Mixed methods: what, how, and when to combine them.

Digital research and trends.

Introduction to research with artificial intelligence and automated tools.

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Resolution of cases in the classroom	37.5	1.5	KM24, SM17, SM19, KM24
Theory sessions	15	0.6	CM18, KM24, SM17, SM19, CM18
Type: Supervised			
Group tutorials	7.5	0.3	CM18, KM24, SM17, SM19, CM18
Type: Autonomous			
Preparation of works (presentation in class and written memory)	42.5	1.7	CM18, KM24, SM17, SM19, CM18
Research, readings, synthesis test preparation	40	1.6	CM18, KM24, SM17, CM18

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.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring.

Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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
Practices	10%	0.5	0.02	CM18, KM24, SM17, SM19
Presentation and preparation of the first research report	30%	2	0.08	CM18, KM24, SM17, SM19
Presentation and preparation of the second research report	30%	3	0.12	CM18, KM24, SM17, SM19
Written synthesis test	30%	2	0.08	CM18, KM24, SM17

#### Continuous evaluation

The final grade will be obtained from the sum of the percentages corresponding to the four evaluated items. To pass the subject, the sum of the four items must reach 5:

- Presentation and preparation of the first research report: 30% of the final mark.
- Presentation and preparation of the second research report: 30% of the final mark.

- Practice in class: 10% of the final grade. These practices are support for the research work (first report and second report) Attendance at the work follow-up tutorials and delivery of the practices are mandatory in each session.

- Written synthesis test: 30% of the final grade. To be eligible for continuous evaluation, the grade of the synthesis test must be equal to or greater than 3. Otherwise, this test must be retaken.

#### Single evaluation

The final grade will be obtained from the sum of the percentages corresponding to the four evaluated items. To pass the subject, the sum of the four items must reach 5:

- Course work. Preparation of the first research report: 30% of the final mark.

- Course work. Preparation of the second research report: 30% of the final mark.

- Practical case resolution test: 10% of the final mark.

- Written synthesis test: 30% of the final grade. The exam model is different from that of continuous assessment.

#### Recovery: Continuous evaluation.

Students will have the right to retake the subject if they have been assessed for the set of activities whose weight is equivalent to a minimum of 2/3 of the subject's total grade.

The following activities can be recovered:

- Presentation and preparation of the first research report.

- Presentation and preparation of the second research report:

- Written synthesis test.

#### Recovery: Single evaluation.

Students will have the right to retake the subject if they have been assessed for the set of activities whose weight is equivalent to a minimum of 2/3 of the subject's total grade.

The following activities can be recovered:

- Course work. Preparation of the first research report.

- Course work. Preparation of the second research report.

- Written synthesis test.

#### Plagiarism

In the event that the student commits any irregularity that could lead to a significant variation in the grade of an assessment act, this assessment act will be graded with 0, regardless of the disciplinary process that may be instituted. In the event that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

#### Not evaluable

According to point 9 of article 266 of the UAB Academic Regulations, "when it is considered that the student has not been able to provide sufficient evidence of evaluation, this subject must be classified as not evaluable".

Students who have not participated in a minimum of 2/3 of the continuous evaluation activities of the subject will receive a grade of "not evaluable".

## Artificial intelligence

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

## **Bibliography**

Alvarez-Gayou, Juan Luis. *Cómo hacer investigación cualitativa: fundamentos y metodología* México, Paidós (2003)

Báez, Juan. *Investigación Cualitativa*. ESIC (2007)

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

Luque Martínez, Teodoro. *Técnicas de análisis de datos en investigación de mercados*, Pirámide (2000)

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Martínez, Pepe. *Cualitativa-mente. Los Secretos de la Investigación Cualitativa*. ESIC (2008)

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Pedret Ramón, Camp Francesc, Sagnier Laura. *La investigación Comercial*. Colección Management. DEUSTO (2007)

Ruiz Olabuenaga, José Ignacio. *Metodología de la Investigación cualitativa* Ed. Deusto 5<sup>o</sup> ed. 2012

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

## **Software**

No software is necessary.

## **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	51	Spanish	first semester	afternoon
(SEM) Seminars	51	Spanish	first semester	afternoon
(TE) Theory	5	Spanish	first semester	afternoon