# UAB
## Universitat Autònoma de Barcelona

## Market Research Strategies

Code: 42433
ECTS Credits: 12

**2025/2026**

| Degree | Type | Year |
|---|---|---|
| Audiovisual Communication and Advertising Contents | OB | 0 |

## Contact

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## Teachers

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## Teaching groups languages

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

## Prerequisites

## 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

## Activities and Methodology

| 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 |

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 |
|---|---|---|---|---|
| Oral defense | 20% | 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 |

The evaluation consists of three different parts:

Pre-project (70%)

Oral defense (20%)

Participation in seminars (10%)

This subject doesn't provide for the single assessment system.

Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade.

A person who has completed less than 2/3 of the assessment activities will be considered "non-evaluable".

The use of Artificial Intelligence (AI) technologies is permitted exclusively for tasks specified by the teaching team. Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has influenced the process and final outcome of the assignment. Failure to disclose the use of AI in the 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.

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

## Bibliography

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-Cea D'Ancona, Maria Angeles (2001). Metodología cuantitativa: Estrategias y técnicas de investigación social. Madrid: Síntesis.

-Delgado, Juan Manuel y Gutiérrez, Juan (Coords) (1995). Métodos y Técnicas cualitativas de investigación en Ciencias Sociales. Madrid: Síntesis.

-Corbetta, Piergiorgio (2003). Metodologías y técnicas de investigación social. Madrid: McGraw Hill/Interamericana.

-Hansen, Anders, Cottle, Simon, Negrine, Ralph, & Newbold, Chris (1998). Mass communication research methods. Londres: Macmillan.

-Gaitán, Juan Antonio y Piñuel, Jose Luis (1998). Técnicas de investigación en comunicación social. Elaboración y registro de datos. Madrid: Síntesis.

-Guía para el uso no-sexista del lenguaje. Servei de llengües, Universitat Autònoma de Barcelona.

-Jensen, Klaus Bruhn (2002). A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies. New York: Routledge.

-Kerlinger, Fred, Lee, Howard (2002). Investigación del comportamiento: Métodos de Investigación en Ciencias Sociales. México: Mc Graw-Hill., Bosch.

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

-Lindlof, Thomas (1991). "The qualitative study of media audience", en Journal of Broadcasting y Electronic media, 35 (1):23-42.

-Pink, Sara et al. (2019). Etnografia digital. Madrid: Morata.

-Ragin Charles (1987). The Comparative Method. Moving Beyond Qualitative and Quantitative Strategies. University of California Press.

-Tashakkori, Abbas y Teddlie, Charles (1998). Mixed Methodology: Combining Qualitative and Quantitative Approaches. Thousand Oaks: Sage.

-Torres-Toukoumidis, Ángel; León-Alberca, Tatiana (coords.) (2024). ComunicAI. La revolución de la Inteligencia Artificial en la Comunicación. Salamanca: Comunicación Social Ediciones y Publicaciones. ISBN: 978-84-10176-01-0.

-UNESCO. Indicadores de género para medios de comunicación: marco de indicadores para evaluar la sensibilidad en materia de género en las operaciones y contenidos mediáticos. 2014. ISBN: 978-92-3-300007-0. Disponible en: https://es.scribd.com/document/260415367/UNESCOIndicadores-de-Genero-para-Medios-de-Comunicacion

-Wimmer, Roger y Dominick, Joseph (1996). La investigación científica de los medios de comunicación. Barcelona: Bosch

## Software

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

## 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 |
| --- | --- | --- | --- | --- |
| (TEm) Theory (master) | 10 | Spanish | first semester | morning-mixed |