

Degree programme	Type	Course
Business Administration and Management	OB	3
Economics	OP	3
Economics	OP	4

Contact lecturer

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Group languages

You can consult this information at the [end](#) of the 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

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.

Learning outcomes

1. Capacity to adapt to changing environments.
2. Capacity to continue future learning independently, acquiring further knowledge and exploring new areas of knowledge.
3. Select and generate the information needed for each problem, analyse it and make decisions based on this information.
4. 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.
5. Organise work, in terms of good time management and organisation and planning.
6. Demonstrate initiative and work independently when required.
7. 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.
8. Perform an analysis of the market and of competitive structures, and determine a strategic diagnosis for the company.
9. 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.

Contents

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

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Masterly session, case discussions and presentations	32.5	1.3	8
Readings, cases preparation, study and framework elaboration	62.5	2.5	8
Masterly sessions, case discussions and presentations mainly focused on quantitative analysis	17	0.68	8
Tutorials and supervision of tasks and assigned cases	26	1.04	8

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes

Tests quantitative part	22,5	1	0.04	1, 2, 3, 4, 5, 6, 8
Project	30	5.5	0.22	1, 2, 4, 5, 6, 7, 8, 9
applied activities and micro-cases	25	4.5	0.18	2, 3, 5, 6, 7, 8
Tests qualitative part	22,5	1	0.04	1, 2, 3, 4, 5, 6, 8

Continuous assessment for the course consists of three components.

1. Students will develop a group project in teams of up to four members throughout the semester, accounting for 30% of the final grade. The purpose of this project is to assess students' ability to formulate research questions, obtain relevant information, analyze data, and interpret results in an applied context. Partial reviews will be conducted during the semester, but the final grade will be based on the overall evaluation of the completed project. This component will be weighted as follows: 5% for data collection and adherence to the established methodological guidelines; 10% for the written report; and 15% for the oral presentation and project defense, including questions posed by the instructors to assess each student's individual understanding.
2. Students will complete applied activities and micro-cases throughout the semester, which will account for 25% of the final grade. These activities are designed to develop students' ability to design research projects, select appropriate tests and techniques, interpret statistical results, analyze outputs generated with JMP, and draw conclusions relevant to decision-making. These activities will be continuous and formative in nature, and feedback on performance will be discussed during class sessions.
3. Finally, students will complete an individual final examination, which will account for 45% of the final grade. The examination will consist of two parts: an applied conceptual section related to the theoretical contents of the course, and a practical section focused on the interpretation of results, analysis, and decision-making based on quantitative evidence.

To pass the course in the ordinary examination period, students must simultaneously meet all three of the following requirements:

1. Obtain a minimum grade of 5.0 out of 10 on the group project.
2. Submit at least 80% of the applied activities and micro-cases scheduled for the course.
3. Obtain a minimum grade of 5.0 out of 10 in each part of the final examination.

Only when these three requirements have been met will the final course grade be calculated according to the weightings established in the course guide.

Students who do not meet one or more of the above requirements may sit the resit examination, provided that their final grade in the ordinary assessment, calculated according to the established weightings, is equal to or higher than 3.5 out of 10.

Students whose final grade is below 3.5 out of 10 will not be eligible to take the resit examination.

The resit assessment will consist of an individual examination covering all course contents and will take place on the date established by the Faculty.

A student will be considered "Not Assessed" when they have not participated in any assessment activity or

when they formally withdraw from the course before the eighth week of the semester.

The date of the project presentation will be announced sufficiently in advance during the semester. The dates of the final examination and the resit examination will be determined by the Faculty's official examination calendar.

The completion of assessment activities is subject to the provisions set out in this course guide and in the "[Policy of the School of Economics and Business on the Detection of Irregularities during Assessment Activities](#)", which regulates the conditions under which assessment tasks are conducted and the procedures applicable in cases where indications of irregularities are detected. Students are encouraged to consult the policy.

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://formularis.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 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 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.

Use of Artificial Intelligence (AI)

Model 2: Restricted Use

For this course, the use of Artificial Intelligence (AI) technologies is allowed exclusively for support tasks, such as bibliographic or information searches, text correction, or translations. The student must clearly identify which parts have been generated using this technology, specify the tools used, and include a critical reflection on how these tools have influenced the process and the final outcome of the activity. Lack of transparency regarding the use of AI in this assessed activity will be considered a breach of academic integrity and may result in partial or total penalization of the activity's grade, or more serious sanctions in severe cases.

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

Internal notes (available in the middle areas).

Software

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

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
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(TE) Theory	2	Catalan	second semester	morning-mixed
(TE) Theory	4	English	second semester	morning-mixed
(TE) Theory	13	Catalan	second semester	morning-mixed
(PLAB) Practical laboratories	13	Catalan	second semester	morning-mixed
(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
(TE) Theory	52	Catalan	second semester	afternoon
(TE) Theory	60	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