MARKETING RESEARCH I

SCHEDULES:
Monday,  20.15-21.30
Wednesday,   20.15-21.30
Thursday,   20.15-21.30

OBJECTIVES

• To know the utility of marketing research, their context and the limits of their use, without forgetting the ethical considerations on which any marketing research should be based.

• To provide the necessary knowledge that allow, in each case, to obtain the appropriate source of information, depending on the information needs.

• To study the stages that should be followed in any research process, detailing the content and analysing the different interactions arising within the process.

• To present the main research techniques that are used: What they are, when they should be used and also their advantages and inconveniences regarding the other techniques.

UNIT 1. CONCEPT AND PLANNING OF THE COMMERCIAL RESEARCH

1.1. What is and, for what is used the marketing research. Ethics in the commercial research.

1.2. Planning of the commercial research.
1.3. Error sources in the planning of the commercial research.
1.4. Typology of information in the commercial research.
1.5. Types of suppliers in commercial research.

UNIT 2. DEFINITION OF THE PROBLEM: TYPES AND APPROACHES.
2.1. Formulation of the problem to investigate.
2.2. Stages in the formulation of the problem to investigate.
2.3. Base information.

UNIT 3. DESIGN OF THE RESEARCH
3.1. Sources of information
3.2. Research designs
3.3. Research types.

UNIT 4. THE EXPLORATORY RESEARCH
4.2. Qualitative research.

UNIT 5. THE CAUSAL RESEARCH AND THE COMMERCIAL EXPERIMENTATION.

UNIT 6. THE DESCRIPTIVE RESEARCH: INFORMATION GATHERING.
6.1. Main techniques to obtain the information.
6.2. Sampling
6.3. The questionnaire.
6.4. Information Gathering: preparation, organization, development and control of the process.

UNIT 7. PROJECT AND REPORTS
7.1. Research project
7.2. Results report.
UNIT 8. INTERNATIONAL MARKETING RESEARCH.

Bibliography


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GRADING POLICY

Final exam – 60%

Students must take the final exam in order to obtain a final grade for the course. In the case when a student does not take the final exam, the final grade assigned to the student will be “No presentado”.

Minimal grade needed to be obtained at the final exam, in order to consider the remaining course grading elements, is 4.0. In the case when a student obtains a final exam grade below 4.0, the final grade of the course will be determined exclusively based on the grade of the final exam.

Mid-Term Exam – 20%

You have to take the mid-term exam on the scheduled date. No alternative date or alternative option will be provided to make up this exam. Main goals of the mid-term exam are:
  • to verify that you have absorbed the material covered in the first half of the course,
  • to verify that you have done all required readings and preparations, and
  • to ensure the continuous work during the semester.

Group Project – 20%

Completion of the group project is necessary in order to complete the course. Failure to submit/present the group project by the given deadline will result in the final course mark being determined as lesser of 4.0 and the mark obtained during the final examination.

September Supplementary Exam Evaluation

In the case when a student has to take a supplementary exam in September the following evaluation schema will be applied:

Supplementary exam – 80%

Students who did not obtain a final course grade during the regular course/examination period must take the supplementary final exam in September in order to obtain a final grade for the course. In the case when a student does not take the supplementary final exam, the final grade assigned to the student will be “No presentado”.

Minimal grade needed to be obtained on the supplementary final exam, in order to consider the remaining course grading elements, is 4.0. In the case when a student obtains a supplementary final exam grade below 4.0, the final grade of the course will be determined exclusively based on the grade of the supplementary final exam.

Group Project – 20%

Completion of the group project is necessary in order to complete the course. Students who completed this part of the course work during the regular evaluation period will not be required to repeat it. The mark obtained during that period will be used in
determination of the final course grade. Students who did not submit their work or did not obtain a passing grade will be required to complete this in work during the supplementary exam period.