Universidad de Navarra

Markets Research

Guía docente 2026-27

PRESENTATION

The Market Research course enables students to deepen their knowledge of plans, projects, and strategies related to marketing, specifically focusing on Commercial Research. Students will learn how to design market research, prepare reports, and assess their application in the business world. Throughout the course, various market research techniques will be identified and analyzed, including in-depth interviews, focus groups, neuromarketing techniques, surveys, and experimental studies. Additionally, different sources of information and key techniques for analyzing both qualitative and quantitative data will be examined. Students will have the opportunity and challenge of designing and implementing a comprehensive market research project.

- **Degree**: ADE and ADE+Law programs
- **Module/Subject**: Module 2: Business Organization. Subject 2.2: Applied Management
- **ECTS**: 6 credits
- **Year, semester**: Fourth year, first semester
- **Nature**: Mandatory for ADE and ADE+Law programs
- **Faculty**: PhD.Tatiana Pereira
- **Language**: English
- **Schedule:** https://www.unav.edu/web/facultad-de-ciencias-economicas-y-empresariales/estudiantes/horarios.

LEARNING OUTCOMES (Competencies)

CE5 - Understand the consumer's decision-making process and the psychological factors that influence it.

CE6 - Analyze objectives, strategies, and/or projects in the field of Marketing.

CE11 - Familiarize with market research techniques.

CE22 - Understand and apply marketing strategies and policies related to product, pricing, distribution, and communication.

PROGRAM

Topic 1: Introduction to Market Research

1.1 Concept and characteristics of commercial research

1.2 The Marketing Process in Business

1.3 Sources of Information

1.4 Commercial Research in Spain

1.5 Ethical and Legal Aspects of Commercial Research

Topic 2. Exploratory and Conclusive Research

2.1 Exploratory Research

2.2. Conclusive Research

Topic 3. Secondary Sources of Information

3.1. Internal Secondary Sources

3.2. External Secondary Sources

Topic 4. Primary Sources: Qualitative Research

4.1. Direct Qualitative Techniques

4.2. Indirect Qualitative Techniques

Topic 5.Primary Sources: The Survey

5.1. Stages in Survey Development

5.2. Types of Surveys

5.3. The Questionnaire

5.4. Measurement Scale

5.5. Coding

5.6. Sampling Procedure

5.7. Probability Sampling and Non-Probability Sampling

5.8. Selection of Sampling Units

5.9. Sample Size Calculation

Topic 6. Basic Data Analysis

Topic 7. Analysis of Relationships between Variables

7.1. Bivariate Analysis

7.2. Multivariate Analysis

Topic 8. Preparing the Research Report and Presenting Results

8.1 Importance of the Report

8.2 Report Structure

LEARNING ACTIVITIES

- Theoretical and practical classes.
- Discussion and/or study of practical cases.
- Group work.
- Tutorials.
- Personal study.
- Evaluation.

ASSESSMENT

REGULAR SESSION

This is a course that contains a high component of continuous work by the student during the four-month period.

Active participation in class, the delivery of the different practical cases and the development of the market research project is also valued.

The evaluation is based on the following parts, with their corresponding percentage in the final grade:

- Course work 10%
- Market research project 40%
- Final exam: 50%

To pass the subject it is necessary to obtain a minimum of 5 points in the practical part and a minimum of 5 on the final exam.

EXTRAORDINARY SESSION

- Project 40%
- Final exam: 60%

To pass the subject it is necessary to obtain a minimum of 5 points in the practical part and a minimum of 5 on the final exam.

OFFICE HOURS

- Tutoring hours: By appointment, available after each class. It is also possible to schedule different hours, but it is necessary to arrange them in advance via email.
- In order to book an appointment, please send an email in advance to **tpereira@external.unav.es**

BIBLIOGRAPHY

Basic Bibliography:

- Marketing Research: Concepts and Applications. Malhotra, Naresh K. ISBN: 9786073235600. Localízalo en la biblioteca.

Additional Bibliography:

- Commercial Research. García Ferrer, G. ESIC Publishing (2016), 4th edition.
- Fundamentals and Techniques of Commercial Research. Grande Esteban, I. and Abascal Fernández, ESIC Publishing (2017), 13th edition.
- Introduction to Marketing Research. Merino Sanz, M.J. (Coord.). ESIC Publishing (2015).
- Marketing Research. Esteban Talaya, A. and Molina Collado, A. (Coord.). ESIC Publishing (2014).

Web Resources:

- Association of Academic and Professional Marketing: http://www.aemark.es
- American Marketing Association: http://www.marketingpower.com
- Spanish Marketing Association: http://www.asociacionmkt.es
- Spanish Association of Market Research, Marketing, and Opinion: http://www.aedemo.es
- The World Association for Social, Opinion, and Market Research: http://www.esomar.org

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Companies that conduct market research: consulting firms, advertising agencies, etc.

- Kantar Worldpanel
- Nielsen Spain