



## PRESENTATION

Brief description: 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:** Tatiana Pereira- Luis Arregui
- **Language:** English Classroom
- **Schedule:**
  - Tuesday 12.00h a 14.00h -Room 10 (Amigos Building)
  - Thursday de 10.00 a 12.00h Edificio Arquitectura (First floor, room 1)

## COMPETENCES

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

### Module 1: Introduction to Market Research

Topic 1: Introduction to market research

Topic 2: Defining the research problem and developing the research approach

### Module 2: Research Design and Data Collection



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Topic 3: Research design and secondary data

Topic 4: Qualitative research

Topic 5: Surveys and observation

### **Module 3: Measurement and Questionnaire Design**

Topic 6: Measurement and scales

Topic 7: Questionnaire and form design

### **Module 4: Sampling and Data Preparation**

Topic 8: Sampling: Design and procedures

Topic 9: Data collection and preparation

### **Module 5: Data Analysis and Reporting**

Topic 10: Data analysis I

Topic 11: Data analysis II

Topic 12: Report preparation and presentation

## **LEARNING ACTIVITIES**

- Study of program topics
- Partial exams
- Assignments
- Final exam
- Completion of course work

## **ASSESSMENT**

### **REGULAR SESSION**

- Partial exam: 10% (24 october 2023)
- Assignments: 10%
- Final exam: 50%
- Course work: 30%

### **EXTRAORDINARY SESSION**

- Final exam: 70%
- Course work: 30%

To pass the subject it is essential to obtain at least a 5 in the final ex



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## OFFICE HOURS

Luis Arregui

- Office: Room 2033 (Amigos Building).
- 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 [larregui@external.unav.es](mailto:larregui@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>

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

- Kantar Worldpanel
- Nielsen Spain
- Future Concept Lab
- Liquid Agency