

MARKET RESEARCH TECHNIQUES

COURSE: FIRST

SEMESTER: SECOND

TYPE: MANDATORY

LANGUAGE: ENGLISH

CREDITS: 6

PROFESSOR: [ADRIANA MUTU](#)

OBJECTIVES:

The course *Market Research Techniques* aims to equip students with the key theoretical concepts and empirical methods of marketing research. It provides an explanatory framework of what market investigation represents in national, international and global environments. The key objectives of the course are twofold. Firstly, it introduces an assessment of the current market research processes and techniques applied in different business sectors. Secondly, it aims to enhance students' ability to think in business terms, and help them gain the ability to transform business problems into specific marketing research questions, and identify marketing research techniques to conduct research, gather data, and evaluate findings.

The course is lecture based, combined with real business problems, projects, individual activities, and in-class exercises and discussions. A wide range of research methods, tools and strategies are covered, including in-depth interviews, focus groups, surveys, and data sources and data collection methods. These market research tools are explored in relation to their strengths and weaknesses. Students will have the opportunity to define and solve business problems, develop a research plan, collect and analyze data, present and discuss their findings in a group project.

COMPETENCES:

BASICS

- **CB2** – Learning to apply knowledge in the working environment in a professional way

and gaining skills through elaborating and defending arguments and providing with solutions.

- **CB4** – Capacity of transmitting information, ideas and solutions to a specialized or non-specialized public.

GENERALS

- **CG1** – Observing the global perspective of planning, organizing and managing activities in international business environments.
- **CG2** – Acting proactively, generating ideas and proposals, and implementing initiatives and changes within organizations, as well as showing willingness to geographic mobility.
- **CG3** – Developing the capacity to empathize, adapt, work and lead international, multicultural, interdisciplinary, competitive and complex teams.
- **CG5** – Developing substantial communication English skills.
- **CG6** – Seeking and exploiting new informational resources and applying quantitative and qualitative methods in the decision-making process.

TRASVERSALS

- **CT3** – Interacting in global and international contexts, to identify priorities and new business realities that allow the transfer of knowledge, building the capacity to adapt and self-manage in professional environments.
- **CT4** – Showing abilities for professional practice in multidisciplinary and complex environments, networking with groups, whether it is in person or virtually, using Information and Communications Technologies.
- **CT6** – Using various forms of communication, in native or foreign languages.
- **CT7** – Taking the lead in the personal development process, acquiring a complete instruction which allows for learning and living within multicultural contexts.

SPECIFICS

- **CE5** – Knowing the cultural social, geopolitical and legislative environments of various international economies to contribute to a better development of the international business.
- **CE6** – Understanding and making use of the continuous changes in various international agreements, which might affect economic relationships between countries, and the activities in the international business environment.
- **CE8** – Identifying the economic, cultural, political, legal, demographic and technological environments which might bring opportunities and threats for the development of international business activities.
- **CE12** – Adapting the various communication and negotiation techniques according to the different types of audiences and defining a clear communication and negotiation objective.
- **CE13** – Managing and understanding the organizational culture and propose solutions to real problems faced when managing people within organizations.

LEARNING OUTCOMES:

- **R1** – Students will learn the basic characteristics of different tools for market research.
- **R2** – Students will learn how to identify the phases of a market research strategy.
- **R3** – Students will apply the concepts of sampling methodology in the sampling process.
- **R8** – Students will gain the ability to analyze cases-studies in a global perspective, taking into account the various social, cultural, economic and political factors of various countries.
- **R9** – Students will understand the various sources of information provided in their native and foreign languages.
- **R10** – Students will gain motivation to further improve their personal and professional life.

CONTENT:

1. Introduction to Market research

- Definition and processes
- Research in business
- What is good research?
- The importance of marketing research
- Ethics in business research

2. The marketing research process. Knowledge management

- Primary and secondary data
- Desk Research
- Database
- Intranets
- The Internet and its importance in market research

3. Research institutes

- Concept and evolution in Spain
- Global research institutes
- The researcher and conflicts of interest

4. Defining the target market

- Sampling process
- Market segmentation
- Segmenting, targeting and positioning

5. Consumer buying behaviour – measurements

- Types of consumer buying behavior
- Consumer buying decision process
- Personal factors
- Psychological factors
- Social factors

6. Qualitative techniques in market research

- Qualitative research orientations

- Techniques used in qualitative research:
 - Focus group interview
 - Interview in depth
 - Group dynamics
 - Conversations

7. Fieldwork

- Phases of fieldwork
- Role of briefing and quality of interview making

8. Quantitative techniques

- Survey research
- Advantages and disadvantages of surveys
- Surveys using self-administered questionnaires
- Ethical issues on survey research

9. Questionnaire design

- The questionnaire as a tool for data collection
- Phases in the design of a questionnaire
- Traditional questionnaires
- Internet questionnaires
- Designing questionnaires for global markets

10. Mixed technique: observation

- Advantages and disadvantages
- Ethical issues in the observation of humans
- The observer-participant relationship
- Conducting an observation study

11. Other studies

- Brand study
- Publicity test
- Price study
- Packaging test

12. Marketing communications

- What is a marketing research report?
- The written research report
- Research report components
- Reports on the Internet
- The research follow-up

13. Business Research proposal

- Characteristics
- Proposing research
- The research proposal
- Sponsor uses
- Researcher benefits
- Evaluation of proposals

14. Job market

- Skills required to work in the field
- Job applications

EVALUATION SYSTEM:

During the semester there will be two exams, each one weighting 25% of the total grade. The other 50% weight in the evaluation process is based on the following: four individual obligatory activities, a group work (written project), the presentation of the group work, and the contribution to class activities.

Only the two exams can be redone. These two exams are not cumulative. The grade for passing the exams must be minimum five out of ten to calculate the average score with the rest of the evaluation activities.

It is obligatory to assist to both exams, deliver the group project and make the oral presentation. The professor will consider the continuous progress and evolution of each student. The day and hour of the complementary exam will be on June 12 within the regular time of the class. In this complementary exam the student can redo the first failed midterm; the second failed midterm; or both if it's the case.

The teacher will consider the progression and continuous evaluation of the student.

Task	(%)	Details
Written Exam 1	25	Written exam based upon class lectures
Written Exam 2	25	Written exam based upon class lectures
Class Participation	10	5 exercises uploaded on the platform Moodle (each one weights 2% in the final grade). Late deliveries will not be accepted. Exercises must be uploaded on Moodle.
Final Project in group	15	Works submitted after the deadline will not be accepted. All projects must be uploaded on Moodle.
Oral exposition of the final Project in group	5	Presentations after the deadline will not be accepted. Ppt or Prezi used for the presentations must be uploaded on Moodle.
Obligatory individual activities	20	4 exercises to be uploaded on the platform Moodle (each one weights 5% in the final grade). Late deliveries will not be accepted.
Complementary exam June 12		Both midterms can be redone. The rest of the evaluation activities can't be redone within the complementary timetable.

Group Work & Oral presentations (obligatory group activity):

The group project presentations will be scheduled on a specific day announced by the professor in due time. If one of the group members is missing during the presentation day, this implies that the student will be graded with 0. If the student brings a proof of absence, the student will be graded with the same score obtained by his/her group. Presentations should last between 10-15 minutes. All the materials used (written projects, powerpoints etc) must be uploaded on Moodle. The final group work presentation is scheduled on May 29.

The requirements for the final group work are: Elaborate a Marketing Research Project by applying the concepts and methods of marketing research to a real marketing research problem. Include the following tasks: research problem, questionnaire, sample frame, respondent data, analyze respondent data, research report, and make brief, in-class presentation. Length: min. 3000 words, maximum 4500 words. The project proposal must be

discussed and approved by the professor in its early stage. The deadline to submit the written projects is on May 25th.

Written Exam 1

Written exam based upon class lectures. The exam will be on March 23rd. The review of the exam will be on March 20. The structure of the midterm is as follows:

- 1st part: a test of 10 questions (multiple-choice and true or false type) (maximum punctuation: 2 points).
- 2nd part: 10 short questions for analysis (maximum punctuation: 4 points).
- 3rd part: Case study analysis (maximum punctuation: 4 points).

Written Exam 2

Written exam based upon class lectures. The exam will be on May 22nd. The review of the exam will be on May 18. The structure of the midterm is as follows:

- 1st part: a test of 10 questions (multiple-choice and true or false type) (maximum punctuation: 2 points).
- 2nd part: 10 short questions for analysis (maximum punctuation: 4 points).
- 3rd part: Case study analysis (maximum punctuation: 4 points).

Class activities

Active participation is required. Students will be evaluated based on the completion of 5 exercises to be uploaded on the platform Moodle (each one weights 2% of the final grade). Late deliveries will not be accepted.

Individual obligatory activities

Students will be evaluated based on the completion of 4 exercises to be uploaded on the platform Moodle (each one weights 5% of the final grade). Late deliveries will not be accepted.

Conditionals for the average:

- Partial exams, minimum grade: 5
- It is obligatory to attend both exams, to deliver and to expose the group work, and to complete the 4 individual activities.

- Each student will be evaluated based on his/her class activity, individual and group work, and overall progress during the semester.

In case of failing the first, second or both partials exams, the student will be able to attend to the recovery exam only if he/she has developed the continuous evaluation (it means deliver and upload all the mandatory activities before the deadline fixed by the teacher). If not, the student will fail the subject.

METHODOLOGY:

The subject is classroom-based and combines theoretical knowledge with practical implementation. Through classroom sessions, the teacher will expose contents of the program using different learning methodologies, besides making group activities in which the acquired knowledge will be put into practice. Furthermore, the students must work on their individual activities outside the Center.

Additionally, outside the classroom, students will work on a final group project to be presented at the end of the academic year.

Finally, we recommend that students work extra hour for studying for this course to consolidate the acquired knowledge of each topic. Their work will consist of making a review of the theoretical aspects handed out during classes and complement them with the basic recommended bibliography.

MAIN BIBLIOGRAPHY:

- [ESERP online library] - Dibb, S. Simkin, L. (2013). *Marketing Essentials*. Second Edition, Cengage Learning.
- In addition, students will be asked to read articles from various business magazines (available online, free access) from: Business Insider, Business Magazine, Forbes, The Economist. The New York Times.

COMPLEMENTARY BIBLIOGRAPHY:

- [ESERP online library] - Marketing and Market Planning. My Practical MBA, 2015, LID Editorial.
- [ESERP online library] - Benefiting from Information and Technology. My Practical MBA, 2015, LID Editorial
- Malhotra, N.K. (2013). Review of Marketing Research. Emerald Group Publishing Ltd.
- Belk, R. (2011). Research in Consumer Behaviour. Emerald Group Publishing Ltd.