

MARKETING RESEARCH AND INFORMATION

COURSE: FOURTH

SEMESTER: FIRST

TYPE: OBLIGATORY

CREDITS: 6

LANGUAGE: ENGLISH

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OBJECTIVES:

Research comprises one of the most important in the area of Marketing functions, since its main objective is to know the needs of current, relevant and rigorous market information, consumers and competition, facilitating decision-making and trying to identify areas for improvement in the commercial field.

Commercial research student masters qualitative and quantitative nature in all its phases within the context of marketing, understanding their role and importance for decision-making in this area.

Also, the student acquire the skills necessary for the design and implementation of market research, by learning the procedures of all research projects and comprehensive knowledge of the main methods and techniques for collecting and analyzing information, both qualitative and quantitative.

COMPETENCIES:

GENERAL

- **CB2** - That the students can apply their knowledge to their work or vocation in a professional manner and have competences typically demonstrated through devising and defending arguments and solving problems within their field of study
- **CG1** - Developing language skills and express themselves adequately and convincingly in different situations of oral and written communication in your mother tongue community and English.

SPECIFIC

- **CE4** - Manage the basic tools of strategic marketing for application in the field of advertising, public relations and marketing in domestic markets and especially international ones.
- **CE8** - Detect and correctly analyze the factors that influence the behavior of international consumers, from the perspective of marketing, design and strategic marketing plans, based on such an international approach to decision-making.

LEARNING OUTCOMES:

- **R7**- Use the tools, instruments and basic knowledge of the behavior and habits of consumers, users and recipients of goods, services and ideas techniques.

- **R9-** unfolds in complex situations or requiring the development of new solutions in both academic and occupational or professional within their field of study.
- **R5-** Identify niche markets to carry out new projects.

CONTENTS:

PART 1 – PLANNING A MARKET RESEARCH STUDY

Introduction

- Who needs market research?
- New roles for market research.
- The effect of regional culture on the use of market research.
- The use of market research in business models and frameworks.
- Consumer and business-to-business market research.
- The scope of market research information.
- Quantitative and qualitative research.
- The market research process.
- The organization of market research.
- **Market research design**
- What is worth researching?
- Market research suppliers.
- The market research brief.
- The market research proposal.
- The information required.
- The accuracy.

- The budget.
- The timetable.
- What to expect in a proposal (return of brief).

Uses of market research

- - - - - Understanding markets.
- Understanding customers.
- Understanding and developing the offer.
- Positioning the brand and communications.

PART 2 – QUALITATIVE RESEARCH

Qualitative research

- What is qualitative research?
- The tools of qualitative research.
- When to use qualitative research.
- The uses of qualitative research.

Desk research

- A veritable gold mine.
- An important principle of desk research.
- Sources of sources. Industry experts.
- The internet.
- Online market reports.
- The press.
- Company data.

- Government statistics.
- Trade and industry bodies.
- Directories and lists.
- The range of information available from desk research.
- Planning, recording and evaluating desk research.
- The limits of desk research.

Focus groups

- The focus group.
- The people that make up a focus group.
- When to use focus groups.
- Areas of special consideration.
- Planning and recruiting groups.
- Number of groups.
- Venues of groups.
- Getting participants to attend.
- The group moderator.
- Tools of the group moderator.

Depth interviewing

- Why use depth interviews?
- Depth interviews in market research design.
- How many depth interviews are needed?
- The role of the telephone in depth interviewing.

- Winning cooperation for the interview.
- The principles of interviewing.
- The interview itself.
- The line of questioning.
- Developing the discussion guide for the interview.
- Probes & prompts.

Observation and ethnography

- Observation.
- When to use observation.
- The audit.
- Observation in shopping surveys.
- Observation in product research.
- Observation in poster checks.
- Observation in checking television viewing.
- Setting up observation programmes.
- Reporting observational data.

PART 3 – QUANTITATIVE RESEARCH

Quantitative research

- What is quantitative research?
- Determining the size of the sample.
- The tools of the quantitative researcher.

- What quantitative research is used for.
- Analysing quantitative research.

Sampling and statistics

- The principles of sampling.
- Random sampling in consumer markets.
- Choosing the size of the sample. Sampling error.
- Random sampling and non-response.
- Quota samples.
- Sampling in business-to-business markets.
- Using statistics to derive importance of factors.
- Using statistics to arrive at needs-based segmentations.

Questionnaire design

- What is so difficult about designing a questionnaire?
- The role of questionnaires.
- Different types of questionnaires.
- Different type of questions.
- Behavioral questions.
- Attitudinal questions.
- Classification questions.
- Three steps in questionnaire layout.
- Formulating the questions.
- Arranging the questionnaire layout.

- Piloting and testing the draft questionnaire.
- Special questionnaires.

Face-to-face interviewing

- Advantages of face-to-face interviews.
- Disadvantages of face-to-face interviews.
- Street interviews.
- Household interviews.
- Questionnaire design.
- Response rates to surveys.
- Hall tests (mall intercepts).

Telephone interviewing

- Why interview by telephone?
- CATI.
- The art of telephone interviewing.
- Limitations of telephone interviewing.

Self-completion questionnaires

- The ubiquitous self-completion questionnaire.
- When to use and when not to use self-completion questionnaires.
- Principles of designing self-completion questionnaires.
- Good practice in self-completion questionnaires.

Online surveys

The life cycles of research methods.

Sending out e-surveys.

- The growth of online panels.
- The advantages and disadvantages of panel research.
- Organizing an online survey.
- Online focus groups.
- Collecting information from a website.
- Google and the rise of the DIY researcher. Mobile surveys.
- Using the net to pose questions.

Data analysis

- The analysis of closed questions.
- Data analysis of open-ended questions.
- Analysis of numerical responses.
- A note on data validation.
- Multivariate analysis.
- Qualitative data analysis.
- Semiotics and qualitative research.

PART 4 – USING MARKET RESEARCH

Using market research to segment markets

- Why use market segmentation?

- Types of segmentation approach.
- Qualitative/judgement-based approaches.
- Quantitative methods.
- Successfully embedding segmentation within a client organization.

Using market research to improve a brand position

- Research at the birth (and re-birth) of a brand.
- Researching new visual identities.
- Brand health monitoring.
- Other topics covered as part of brand tracking studies.
- Brand positioning.
- Valuing brands/brand equity.

Using market research to improve customer satisfaction and loyalty

- Defining customer satisfaction and loyalty.
- The importance of customer satisfaction and loyalty.
- Assessing customer satisfaction and loyalty through market research.

Using market research to achieve optimum pricing

- The importance of price.
- What do we mean by price?
- Equating price with value.
- Setting price according to business objectives.
- Using market research to achieve optimum pricing.

- Researching the potential price it is possible to charge.
- Researching the value of different aspects of the offer.
- The challenges of researching price.

Using market research to enter a new market

- Why enter a new market?
- Challenges when entering a new market.
- Ways of entering a new market.
- The role of market research in market entry decision making.
- Information required from a market entry study.
- Further frameworks for analysing market entry data.

Using market research to test advertising effectiveness

- The different types of advertising.
- Why test advertising effectiveness.
- How to test advertising effectiveness.

Using market research to launch a new product

- Why launching new products is important.
- Defining a new product.
- The role of market research in new product development.
- Idea screen.
- Developing success criteria for new product development.

Reporting

- Common rules for both written reports and presentations.
- Reporting qualitative data.
- Reporting quantitative data.
- Drawing conclusions.
- Making a presentation.

PART 5 – THE MARKET RESEARCH INDUSTRY

International market research

- Seeing things more clearly.
- The structure of the global market research industry.
- Response rates internationally.
- Measuring attitudes across nations.
- Coordinating multi-country studies.
- Using desk research (secondary research) to carry out international market research.

Research trends

- Drivers of change.
- Trends in quantitative research.
- Trends in qualitative research.
- Making questionnaires more engaging.
- Trends among users of market research.

- Specialization in market research skills.

Ethics in market research

- The importance of ethics in market research.
- Examples of ethical dilemmas for market researchers.
- Principles guiding the ethics of market researchers.
- Incentivizing respondents for research.
- Returning to the ethical dilemmas.

PART 6 – INFORMATION BEYOND RESEARCH

- The importance of neuromarketing.
- Body language: reading the hidden communications of research respondents.

EVALUATION SYSTEM:

Course Grading

- 25% First partial exam,
- 25% Second partial exam,
- 30% Final project in group,
- 20% Individual homework activities (10% each).

Partial exams

- First partial exam will include Part 1 & 2 of the contents. October 25th.
- Second partial exam will include Part 3 & 4 of the contents. December 18th.

Final project assignment in groups

- Criteria of project evaluation: quality of the written delivered project, oratory skills, research done, proposed strategy & presentation tools.
- Structure of the project – main components: Company description and analysis, market research & analysis, reporting and strategic decisions.
- Due date: written by January 10th. Orally from January 10th until January 17th, 2019.
- Way of submission: one written copy in hand to professor, another written copy by Moodle plus oral presentation in class.

Individual homework activities

- Activity # 1: Students must choose a company which they think must have a market research done to improve their businesses. They have to analyze that company from the Ansoff's matrix perspective and the four P's application to understand what can be improved. They must also provide a Timeline of their research proposal. Last but not least, they need to provide a list of, at least, 3 market research suppliers that can do the work. **Due date:** October 11th written through Moodle platform plus an oral presentation in class. Oral presentations October 11th & October 16th.
- Activity # 2: For the chosen company for Activity # 1, students must explain which Quantitative or Quantitative research method they think is better to get the best information for decision making. **Due date:** November 22nd written through Moodle platform plus an oral presentation in class. Oral presentation November 22nd.

- Criteria of activity evaluation: Research done, creative thinking behind the homework, oratory skills & presentation tools.

The professor will continuously assess the evolution, progress, proactivity, effort and active participation of each student and consider that global attitude, positively or negatively, when grading Homework activities and Final Project.

The only items that are possible to be recovered in the week of recovery are the partial exams. It is required to obtain a grade of 5 or more in these exams in order to make average with the rest of the evaluation activities. It is mandatory to assist to all of the exams, to hand in the homework's and to make the presentations in order to be able to make the average. The teacher will consider the progression and continuous evaluation of the student. If the student passes successfully the practical part of the continued evaluation but he or she has failed one or the two-midterm exams, the student will have the chance to recover the exams in the complementary period, in order to improve the marks.

If the student fails any of the midterms, he or she only will obtain as maximum a 50/100 at the recovery of that midterm.

If the student has passed the midterms but wants to improve the grades of them, he or she can retake the midterms during the complementary period, but that will be the final grade from that exam that he or she will obtain, but never less than a 50/100.

Only uploaded activities/exercises at the specific deadline will be graded. If the activity/exercise is not at the Moodle platform by the due date, the professor will grade the activity directly with a zero.

The date of the recoveries will be on **January 29th**. at the usual time of class.

METHODOLOGY:

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the teacher will expose contents of the program using different learning methodologies. Besides making group activities in class to apply what was learned, students must do individual activities during their own personal hours.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of theoretical aspects given in class, complement them with the basic bibliography and have some exercises done.

Oral presentations

Oral presentations will be done at the specific day detailed by the professor in the schedule. Oral presentations for each homework must be done on the designated dates. If the student is missing that day, this means a zero grade for that student.

If the absence is justified, the student will make his presentation on the following class without prior notice.

Any presentation format can be used (powerpoint, prezi, etc.) and creativity will be very welcomed. The presentation material has to be uploaded at Moodle before the beginning of the class where oral presentations will be done. If the presentation material is not uploaded to the platform, the professor will grade the activity directly with a zero in the specific case of the student that didn't upload the content.

Hand-in conditions: Each homework-activity must have a Word/PDF and a Powerpoint/Prezi presentation. Both have to be uploaded to Moodle and in the case of the Word/PDF (activity description) students must hand-in a physical copy to the professor. Homework-exercises, which are difficult to deliver in a Word format, can be delivered in written form (traditional writing) in-hand to the professor. In addition, each homework-exercise must be uploaded to Moodle on any format: readable picture or scanned.

Activity	Percentage weights	Competences and learning outcomes	Conditions	Dedication
First partial exam	25%	CB2 - EC4 - EC8 - R7 - R9	Individual. Can only be recovered at the complementary period if the student has delivered the homework activities.	20 hours.
Second partial exam	25%	CB2 - EC4 - EC8 - R7 - R9	Individual. Can only be recovered at the complementary period if the student has delivered the homework activities.	20 hours.
Final Project	30%	CB2 - CG1 - EC4 - EC8 - R5 - R7 - R9	Mandatory. Group activity. Can't be recovered. It must be delivered on the designated date.	50 hours.
Homework Activity # 1	10%	CB2 - CG1 - EC4	Individual homework. Can't be recovered. It must be delivered on the designated date.	4 hours.
Homework Activity # 2	10%	CB2 - CG1 - EC4 - EC8 - R7 - R9	Individual homework. Can't be recovered. It must be delivered on the designated date.	5 hours.

Total class hours: 60. Total dedication outside the classroom: 99 hours.

Total time of dedication to the subject: 159 hours.

BIBLIOGRAPHY:

Compulsory Reading List

- HAGUE, P.; CUPMAN, J.; HARRISON, M.; TRUMAN, O. (2016). *Market research in practice: An introduction to gaining greater market insight*. (3rd.Edition). Kogan Page.
- BEALL, A. (2014). *Strategic market research: A guide to conducting research that drives businesses*. (2nd Edition). iUniverse.

Optional Reading List

- MALHOTRA, N.; NUNAN, D.; BIRKS, D. (2017). *Marketing Research: An applied approach*. (5th Edition). Pearson.
- GOFFIN, K.; LEMKE, F.; KONERS, U. (2010). *Identifying hidden needs: creating breakthrough products*. (1st Edition). Palgrave Macmillan.
- BERGANZA, M and SAN ROMÁN, J (EDS.) (2005). *Researching communication: A practical guide to methods and techniques of social communication research*. Madrid, McGraw-Hill.
- CORBETTITA, PIERGIORGIO (2003). *Methodology and techniques of social research*. Madrid. McGraw-Hill.
- LEVENTHAL, B. (2016). *Geodemographics for marketers: using location analysis for research and marketing*. Kogan Page.
- POOL, H. (2016). *One hour marketing. The entrepreneur's guide to simple effective marketing*. Morgan James Publishing.
- KADEN, R. (2007). *Guerrilla marketing research: Marketing research techniques that can help any business make more money*. Kogan Page.

- KADEN, R.; LINDA, G.; CONRAD, J. (2009). *More guerrilla marketing research asking the right people, the right questions, the right way, and effectively using the answers to make more money*. Kogan Page.
- SARSTEDT, M.; SCHWAIGER, M. (2011). *Measurement and research methods in international marketing*. Emerald Group Publishing Ltd.