

**MARKETING RESEARCH AND INFORMATION****COURSE:** FOURTH**SEMESTER:** FIRST**TYPE:** OBLIGATORY**CREDITS:** 6**LANGUAGE:** ENGLISH**PROFESSOR:** [SOL GARCÍA TOBAR – BERATTI](#)**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.

### **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**

Grading system	Weighting
Individual First partial exam	25%
Individual Second partial exam	25%
2 Group activities	20% (10% each activity)
Final project in group	30%

**Partial exams**

- **First partial exam** will include Part 1 & 2 of the contents. **October 31<sup>s</sup>**
- **Second partial exam** will include Part 3 & 4 of the contents. **December 17<sup>th</sup>**.

**Group homework activities**

- **Activity # 1: Brief & Proposal. Due date:** See planning schedule.
- **Activity # 2: Research Methods. Due date:** See planning schedule.
- **Criteria of activity evaluation:** Research done, creative thinking behind the homework, oratory skills & presentation tools.

- **Way of submission:** written information in PDF/Word & PowerPoint used in oral presentation **ONLY ACCEPTED** through Moodle plus oral presentation in class.

### **Final project assignment in groups**

- The final project is about making a research project. Structure of the project – main components: Company description and analysis, market research & analysis, reporting and strategic decisions. Due date: See Planning schedule.
- **Criteria of project evaluation:** quality of the written delivered project, oratory skills, research done, proposed strategy & presentation tools.
- **Way of submission:** written information in PDF/Word & PowerPoint used in oral presentation **ONLY ACCEPTED** through Moodle plus oral presentation in class.

**Hand-in conditions:** Each activity hand-in conditions will also be mention in the guidelines provided by the professor though in the METHODOLOGY section it is specified.

As specified before, there will be two partial, written and individual exams, covering non-cumulative content, each one weighting 25% of the final grade; the remaining 50% will be obtained by group activities which guidelines will be uploaded, at least, two weeks prior to its delivery date. Non-assistance to the exams will result on a grade of 0 (zero).

**The only items that are possible to be recovered in the week of recovery are both exams. It is necessary for students to pass both mid-term exam (+ 50pts**

**out of 100 each) in order to do the average with the rest of the grades (activity grades). It is necessary to pass both parts: activities and final project average equal/over 50/100 and exam equal/over 50/100.** Their average will become the final grade.

If an activity involves an oral presentation, group students will be graded jointly for the written presentation but may receive a different grade in their oral presentation.

Non-attendance (and not justified) in those classes where an activity must be delivered, will be considered as a "not delivered" activity, and will suppose a zero for that activity. Those students who know in advanced that they won't be able to assist to the oral presentation date and the absence is justified, must make video with his/her part of the presentation in order to project the video while the rest of the group is making their oral presentation. Those student's that are absence on the delivery date due to unexpected reasons (illness) and can justified their absence on the activity day will have, at most, 3 business days after the due date in order to send a video with the presentation of the activity (their part + the rest of the group parts). If this is not done within those days it will be considered as not presented, hence a zero grade.

The teacher will evaluate the attendance, as well as the active participation, both in the activities elaborations, as well as in the open debates in class. The critical and analytical student vision and thinking will be seen with special importance, as well as the elaboration of constructive feedback on the proposed activities by the classmates

and the oral presentation of the activity in a group. The teacher will consider the progression and continuous evaluation of the student when grading the activities.

**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.

The professor will consider the development and progress of each student individually.

Any student who does not sit an exam and he does not justify his absence on grounds of force majeure, either to Coordination or Academic Tutoring, will lose this opportunity. He will be able to do it in the complementary period, but only in case he meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he will sit the exam on the complementary date and he will still keep another examination sitting. In case, he

would not pass the exam on the complementary date, he will have another opportunity before the last day to record grades.

Any student who does not make an oral presentation and he does not justify to the teacher that it has been a case of force majeure, will lose the chance to do it another day.

Likewise, any student who does not deliver an activity on deadline and he does not justify to the teacher that it has been due to force majeure, he will miss the opportunity.

The student who has not attended a minimum 80% of classes within a week before the midterm or final exams (having submitted the supporting documents to his/her tutor), will be excluded from the ordinary examination. In this case, the student will have to attend the complementary exam, provided that he or she meets the requirements laid out in the study program.

### **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.

<b>Activity</b>	<b>Percentage weights</b>	<b>Competences and learning outcomes</b>	<b>Conditions</b>	<b>Dedication</b>
First partial exam	<b>25%</b>	CB2 – CG1 - CE4 - CE8 – <b>R7 – R9</b>	Individual. Can only be recovered at the complementary period if the student has delivered the homework activities.	20 hours.

Second partial exam	<b>25%</b>	CB2 – CG1 - CE4 - CE8 – <b>R5</b> - <b>R7 – R9</b>	Individual. Can only be recovered at the complementary period if the student has delivered the homework activities.	20 hours.
Final Project	<b>30%</b>	CB2 – CG1 – CE4 - CE8 – <b>R5</b> - <b>R7 – R9</b>	Mandatory. Group activity. Can't be recovered. It must be delivered on the designated date.	50 hours.
Homework Activity # 1	<b>10%</b>	CB2 – CG1 – CE4 - CE8 – <b>R5</b> - <b>R7 – R9</b>	Group activity. Can't be recovered. It must be delivered on the designated date.	5 hours.
Homework Activity # 2	<b>10%</b>	CB2 – CG1 – CE4 - CE8 – <b>R5</b> - <b>R7 – R9</b>	Group activity. Can't be recovered. It must be delivered on the designated date.	5 hours.

**Total class hours: 60. Total dedication outside the classroom: 100 hours.  
Total time of dedication to the subject: 160 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*. (3<sup>rd</sup>.Edition). Kogan Page.
- BEALL, A. (2014). *Strategic market research: A guide to conducting research that drives businesses*. (2<sup>nd</sup> Edition). iUniverse.

**Optional Reading List**

- MALHOTRA, N.; NUNAN, D.; BIRKS, D. (2017). *Marketing Research: An applied approach*. (5<sup>th</sup> Edition). Pearson.
- GOFFIN, K.; LEMKE, F.; KONERS, U. (2010). *Identifying hidden needs: creating breakthrough products*. (1<sup>st</sup> 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.
- CORBETTA, 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.