

**COURSE NAME: MARKET RESEARCH TECHNIQUES**

**UFV CODE:** 4274 **ECTS:** 4.5

**TYPE OF COURSE:** OP, 1C

**INTERNATIONAL CODE:** MKT4274 **YEAR:** 4

**REQUIREMENTS:** MAT4222

**OBJECTIVES:** To learn about commercial research in a company's marketing department:

its nature and characteristics, its possible designs and the techniques used to gather the information that marketing directors rely on when elaborating commercial strategies

**COURSE DESCRIPTION:** The course first approaches commercial research in the context

of a company's marketing information system, and explains how it is organized and

planned. The course then considers information resources and the scales of measurement,

in order to understand the various techniques used in collecting and processing data

**BIBLIOGRAPHY:** BELLO, L., VÁZQUEZ, R. y TRESPALACIOS, J.A.:

Investigación de

mercados y estrategia de marketing. Civitas, Madrid 1999. DÍEZ DE CASTRO, E. y

LANDA, J.: Investigación en marketing. Civitas, Madrid 1994. MALHOTRA, N.K.: Marketing Research. An Applied Orientation. Prentice-Hall. Englewood Cliffs, N. Jersey

1993

**METHODOLOGY:** Combination of theoretical explanations and practical cases related

to each topic. Students will prepare for and discussion each topic, and resolve practical

cases

**EVALUATION:** Students' participation and preparation to the topics will account for

60% and the exam will account for the remaining 40%. The evaluation will depend on

the student's performance in preparing the assigned material

**PROFESSOR:** Itz'iar Jiménez Barandalla **LANGUAGE:** Spanish