

**COURSE NAME: MARKET AND AUDIENCE RESEARCH**

**UFV CODE:** 1334 **ECTS:** 6.0

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

**INTERNATIONAL CODE:** MKT1334 **YEAR:** 4

**REQUIREMENTS:** COM1326

**OBJECTIVES:** To identify the various sources which provide information about markets:

consumers, products and market sectors. Information agencies in Spain: EGM, OJD,

SOFRES. Learn how to weigh and evaluate the data provided

**COURSE DESCRIPTION:** Lectures explaining and describing the various sources of

information. Detailed description of the key concepts related to market and audience

research

**BIBLIOGRAPHY:** ORTEGA MARTÍNEZ, E.: Manual de Investigación Comercial. Pirámide, Madrid 2000

**METHODOLOGY:** Lectures with practical analyzes of recent information

**EVALUATION:** 80% multiple choice final exam, 20% class attendance and participation

**PROFESSOR:** To be appointed **LANGUAGE:** Spanish