

80239 - Marketing Research

TEACHING PLAN

1. Basic description

Name of the course: Marketing Research

Academic year: 2022–2023

Term: 2nd

Degree / Course: International Business Program

Code: 80239

Number of ECTS credits: 6

Total number of hours committed: 150

Teaching language: English

Lecturer: Xavier Jou

Timetable: [SIGMA schedule](#)

Office hours: Tuesday 12.00 - 1.00 p.m. or by appointment

2. Presentation of the course

The objective of marketing is to detect unfulfilled needs and desires. Marketing managers need to generate and deliver value to the customers through their products and services. But before any product is launched to the market, Marketing Managers need to undertake a long process of market research.

Market research is the systematic problem analysis which will provide the appropriate information to identify the customers needs: define the market segment, selecting the objective group targets, positioning of the products and brands. Relevant, up-to-date and reliable data which will help the Marketing Managers to make the decisions necessary for the marketing plans.

This course will provide students with in-depth understanding of critical details of modern marketing research. It aims to equip students with practical tools on the key principals of how to design and plan marketing research. Combination of quantitative and qualitative methods, market research methods and techniques; data transformation, analysis and presentation of results. The course will be combine real-life business cases and new trends in marketing research, with situations to provide practical and real-life situations to apply the knowledge learnt in class.

3. Competences to be worked in the course

General competences	Specific competences
<p>Instrumental competences</p> <p>G.I.1. Ability to search, analyze, assess and summarise information.</p> <p>G.I.2. Ability to relate concepts and knowledge from different areas.</p> <p>G.I.4. Ability to tackle and solve problems.</p> <p>G.I.5. Ability to take decisions in complex and changing environments.</p> <p>G.I.6. Ability to develop, present and defend arguments.</p> <p>G.I.8. Oral and written competence in communicating in English.</p> <p>General personal</p> <p>G.P.6. Capacity to foresee events.</p> <p>Generic systemic competences</p> <p>G.S.1. Ability to apply creativity.</p> <p>G.S.2. Ability to observe.</p> <p>Competences for applicability</p> <p>G.A.1. Ability to apply acquired knowledge and skills.</p> <p>G.A.2. Ability to use quantitative criteria and qualitative insights when taking decisions.</p> <p>G.A.3. Ability to search and exploit new information sources.</p>	<p>Disciplinary competences</p> <p>E.D.11. Introduce the basic marketing tools and capacitate for planning commercial strategies.</p> <p>Professional competences</p> <p>E.P.1. Ability to understand the decisions taken by economic agents and their interaction in the markets.</p> <p>E.P.2. Ability to analyse economic and market indicators when taking decisions within the organisation.</p> <p>E.P.17. Ability to express and understand spoken and written communication in English at an advanced level in the international business environment.</p> <p>E.P.21. Ability to search and use various information sources.</p> <p>E.P.22. Ability to contrast knowledge obtained in the learning process and adapt it to real situations.</p> <p>E.P.23. Ability to apply and expand upon abstract reasoning.</p> <p>E.P.24. Develop the ability to synthesise</p>

The above competences reflect the basic competences set out in Royal Decree 1393/2007, namely:

- a. Competence to **comprehend knowledge, on the basis of general secondary education**.
- b. Competence to **apply knowledge** to day-to-day work in international management or marketing, in particular the ability to develop and defend arguments and to solve problems.
- c. Competence to **gather and interpret relevant data**, enabling the development of critical judgements on the economic and social reality.
- d. Competence to **communicate and transmit information** (ideas, problems, solutions) to a specialist and non-specialist audience.
- e. Competence to **develop learning activities** in a relatively autonomous manner.

The competences worked on in the course are divided into two groups: those seen as a development or specification of a basic competence; and those that hone graduates' professional profile with respect to general and specific competences.

Basic competence: **understanding of knowledge**

- I. General competences G.S.2, G.A.2*
- II. Specific competences E.P.1*

Basic competence: **application of knowledge**

- I. General competences G.I.2, G.S.1*
- II. Specific competences E.P.23*

Basic competence: **gather and interpret data**

- I. General competences G.I.1, G.P.6, G.A.3*
- II. Specific competences E.P.2, E.P.24*

Basic competence: **communicate and transmit information**

- I. General competences G.I.6, G.I.8*
- II. Specific competences E.P.17*

Basic competence: **develop learning activities**

- I. General competences G.I.4*
- II. Specific competences E.P.21, E.P.22*

Competences that hone graduates' professional profile which are not included under basic competences

In general, these competences combine the following key elements for honing students' professional profile in the area of international business and marketing:

- Provide students with the capacity to adapt to dynamic teams and environments.
- Provide students with the capacity to create their own integral vision of the operation of a business or international marketing project.
- Provide students with the capacity to take complex decisions and carry out negotiation processes.

- I. General competences G.I.5, G.A.1*
- II. Specific competences E.D.11*

Learning outcomes

Students will know how to structure and run a market research project by establishing the sample size, selecting the suitable mechanisms to run it and presenting it.

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

4. Contents

TOPIC 1: Introduction to Market Research

- What is market research?
- Definition of the research problem
- Formulation of the research
- Market research design and planning
- Research techniques

Seminar: commercial challenge of a company/product. What information do they need, what type of consumers, where do they come from, segmentation?

TOPIC 2: Sources of information

- The production of information
- Primary sources
- Secondary sources
- Sources of error

Seminar: approaching research from a historical perspective. Combination of primary sources of the period with contemporary sources.

TOPIC 3: Qualitative Methods in Market Research

- Procedures of the qualitative methods
- Focus groups
- Interviews
- Mystery shopper
- Projective techniques
- New trends in qualitative methods

Seminar: focus group simulation. Preliminary work on the selection of candidates, management of dynamics, role of the moderator, conclusions of the working group.

TOPIC 4: Quantitative Methods in Market Research (I)

- Definition of quantitative methods, importance of numerical factors.
- The quantitative transformation of qualitative variables
- Measurement in scales
- Comparative and non-comparative scales
- The psychological factor
- Questionnaires

Seminar: develop a product preference questionnaire for a product.

TOPIC 5: Quantitative methods in market research (II)

- Definition of the quantitative methods, importance of the numerical factors
- The representativeness of the sample: time periods
- Methodology and previous work
- Surveys: personal, postal, telephonic, digital
- Consumer panels: Nielsen, Kantar

Seminar: panel research for the modification of a product.

TOPIC 6: Research methods in Digital Marketing

- Bread Crumbs
- Google Trends
- Review systems
- Post-purchase forms
- Follow-up and satisfaction e-mails
- Data protection

Seminar: researching the digital environment of a product, analyzing the information available from different online sources to check its impact, engagement with consumers, representativeness in search engines, geographical distribution coverage.

5. Assessment

Assessment elements	Time period	Type of assess.		Assessment agent			Type of activity	Grouping		Weight (%)
		Mandatory	Opt.	Lecturer	Self-assess.	Co-assess.		Ind.	Group (#)	
In-class quizzes	Ongoing	X		X			Conceptual, application-based	X		10%
Seminar and class participation	Ongoing	X		X			Conceptual, application-based	X	X	10%
Delivery and presentation of group project	Week 10	X		X			Conceptual, application-based, and overall understanding		X	20%
Midterm exam	Week 5	X		X			Conceptual, application, and overall understanding	X		20%

Final exam	exam week	X		X			Synthesis	X		40%
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Class participation will be evaluated as follows:

Demonstrate preparation: relate things to book chapters, readings and previous discussions.

Contribute in an active and meaningful way to ongoing discussions: keep analysis focused, help in solving exercises and questions, respond thoughtfully to other students' comments, contribute to cooperative argument-building and suggest alternative ways of approaching the material.

In-class quizzes and case studies.

Working competences and assessment of learning outcomes.

	G.I. .1	G.I. .3	G.I. .6	G.I. .8	G.P. .1	G.P. .2	G.S. .1	G.S. .2	G.S. .3	G.A. .1	G.A. .3	E.D. .8	E.P. .7	E.P. .5	E.P. .2	E.P. .8	E.P. 17	LO *
Bonus Class Participation	X	X	X			X	X	X	X	X		X						X
Case Studies & Seminars	X	X	X	X	X	X	X	X	X	X		X	X			X		X
Questionnaires			X			X						X						X
Presentations	X	X	X	X	X	X	X	X	X	X			X		X		X	X
Final exam	X	X	X			X			X	X		X		X				X

Final exam

When computing the final grade, the on-going activities (participation, in-class quizzes, seminar cases and group projects) will be weighted only if the final exam grade is equal to or greater than 4.0. Therefore, to obtain a passing course grade, the final exam grade must be equal to or greater than 4.0. If the final exam grade is less than 4.0, the final exam grade becomes the final course grade, irrespective of the other grades.

Students **must take the final exam** if they want to receive a quantitative course evaluation. Students who do not sit the final exam will receive a "No Show" overall course grade.

Resits

In accordance with ESCI-UPF academic regulations, students whose weighted final grade for the regular term evaluation is below 5.0 but whose grade for the on-going activities

(participation, in-class quizzes and group projects is above 4.0 will be required to retake their final exam, which will account for 50% of their total final grade. The rest of their final total grade will be made up of their grades in the other areas of continuous evaluation. You may only resit your final exam. You cannot redo the application-based activities.

Total or partial copy and/or plagiarism will imply a failure in the subject with a final grade of zero points and no access to the make-up exam. According to the academic regulations specified in the Disciplinary rules for students of Universitat Pompeu Fabra, other additional sanctions may apply depending on the seriousness of the offence.

6. Bibliography and teaching resources

Bardley (2013). *Marketing Research: Tools and Techniques*. Oxford University Press.
Burns & Bush (2004). *Marketing research: Online research applications*. Prentice Hall.
Esteban & Molina (2010). *Investigación de mercados*. ESIC
Hair, Ortinau & Harrison (2021). *Essentials of Marketing Research*. McGraw Hill.
Malhotra (2008). *Marketing research: An applied orientation*. Pearson Education.
McGivern (2009). *The Practice of Market Research: An Introduction*. Pearson Education
Villaverde, Montfort & Merino (2020). *Investigación de mercados en entornos digitales y convencionales*. ESIC.

7. Methodology

Students might be asked to prepare readings and other materials before each lesson. This preparatory work will be evaluated either at the beginning of each weeks' lesson (by answering a questionnaire). In the seminars, students should put these materials and readings into practice.

During the lessons, the instructor will focus on explaining the contents and competences of the course. Students will then be asked to analyse the lesson's contents further through specific readings suggested by the teacher.

At the end of the lesson, doubts and queries will be reviewed, students may be asked to answer a short questionnaire or solve a business case, and next lesson's topic will be introduced.

Seminars

At the end of each Unit we will conduct a Seminar session. These will involve in-class activities related to the concepts of the unit learnt in class. Seminars will be related with a real-life company product for all the course. Assignment and work conducted in class will have to be uploaded to the ESCI Aula before the specified deadline, and must not exceed the maximum allowed word count if one is set. Failure to do that will result in a qualification of zero in that assignment

8. Scheduled activities

Week Activity	Activity in the classroom Grouping/ type of activity	Duration in hours	Activity outside the classroom Grouping/ type of activity	Duration in hours	TOTAL
1	Unit 1: Lecture 1 Unit 1: Lecture 2	4	Individual study Questionnaire preparation	3	7
2	Seminar 1 Unit 2: Lecture 1	4	Individual study Questionnaire preparation Assignment preparation	10,5	14,5
3	Unit 2: Lecture 2 Seminar 2	4	Individual study Questionnaire preparation Assignment preparation	10,5	14,5
4	Unit 3: Lecture 1 Unit 3: Lecture 2	4	Individual study Questionnaire preparation Assignment preparation Midterm study	10,5	14,5
5	Seminar 3 Midterm Exam	4	Individual study Questionnaire preparation Assignment preparation	10,5	14,5
6	Unit 4: Lecture 1 Unit 4: Lecture 2	4	Individual study Questionnaire preparation Assignment preparation	10,5	14,5
7	Seminar 4 Unit 5: Lecture 1	4	Individual study Questionnaire preparation Assignment preparation	10,5	14,5
8	Unit 5: Lecture 2 Seminar 5	4	Individual study Questionnaire preparation Assignment preparation	10,5	14,5
9	Unit 6: Lecture 1 Unit 6: Lecture 2	4	Individual study Questionnaire preparation Group project presentation Assignment preparation	10,5	14,5
10	Seminar 6 Group presentations	4	Individual study Questionnaire preparation Group project presentation Assignment preparation	10,5	14,5
Exam	Exam Taking	2	Exam preparation	10,5	12,5
TOTAL		42		108	150