

**1. General information****Course:** MARKETING RESEARCH**Type:** CORE COURSE**Degree:** 320 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (CR)**Center:** 403 - FACULTY OF LAW AND SOCIAL SCIENCES OF C. REAL**Year:** 3**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 54326**ECTS credits:** 6**Academic year:** 2021-22**Group(s):** 20 21 29**Duration:** C2**Second language:** English**English Friendly:** Y**Bilingual:** N**Lecturer:** ROCIO CARRANZA VALLEJO - Group(s): 20 21 29

| Building/Office | Department | Phone number | Email | Office hours |
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Lecturer: DAVID MARTIN-CONSUEGRA NAVARRO - Group(s): 20 21 29

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2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Not established

4. Degree competences achieved in this course**Course competences**

| Code | Description |
|------|--|
| E02 | Develop and enhance entrepreneurship, adaptability to change and creativity in any functional area of a company or organization. |
| E05 | Develop the ability to analyze any information on the situation and possible development of a company and transform it into a business opportunity. |
| E06 | Develop and enhance the ability for general management, technical management and the management of research, development and innovation projects in any company or organization. |
| E08 | Ability to produce financial information, relevant to the decision-making process. |
| E13 | Ability to make logical representative models of the business reality |
| G01 | Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence. |
| G02 | Ability to understand the ethical responsibility and the code of ethics of professionals working in the field of economics. To know and apply the legislation and recognition of human rights and questions of gender equality. |
| G03 | Develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions. |
| G04 | Ability to use and develop information and communication technologies and to apply them to the corresponding business department by using specific programmes for these business areas. |
| G05 | Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments so as to create synergies which benefit organisations. |

5. Objectives or Learning Outcomes**Course learning outcomes****Description**

Apply the tools and methods for the quantitative analysis of the company and its environment.

Search for information in order to analyze it, interpret its meaning, synthesize it and communicate it to others.

Know the processes aimed at creating, communicating, supplying and exchanging products and services in the market that have value for customers, companies and society in general.

Additional outcomes**6. Units / Contents****Unit 1:****Unit 2:****Unit 3:****Unit 4:**

Unit 5:

Unit 6:

Unit 7:

Unit 8:

| 7. Activities, Units/Modules and Methodology | | | | | | | |
|--|--------------------------------------|---|----------|---|----|-----|-------------|
| Training Activity | Methodology | Related Competences (only degrees before RD 822/2021) | ECTS | Hours | As | Com | Description |
| Class Attendance (theory) [ON-SITE] | Lectures | G01 G02 | 1.12 | 28 | N | - | |
| Class Attendance (practical) [ON-SITE] | project-based learning | E05 E13 G01 G04 | 1.12 | 28 | Y | N | |
| Project or Topic Presentations [ON-SITE] | Group Work | E05 G03 G04 G05 | 0.08 | 2 | Y | Y | |
| Writing of reports or projects [OFF-SITE] | Group Work | E02 E05 E06 E08 E13 G03 G04 G05 | 1.8 | 45 | Y | N | |
| Study and Exam Preparation [OFF-SITE] | Self-study | E02 G01 G02 | 1.2 | 30 | N | - | |
| Study and Exam Preparation [OFF-SITE] | Project/Problem Based Learning (PBL) | E02 G03 G04 G05 | 0.6 | 15 | N | - | |
| Final test [ON-SITE] | Assessment tests | G01 G02 | 0.08 | 2 | Y | Y | |
| Total: | | | 6 | 150 | | | |
| Total credits of in-class work: 2.4 | | | | Total class time hours: 60 | | | |
| Total credits of out of class work: 3.6 | | | | Total hours of out of class work: 90 | | | |

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

| 8. Evaluation criteria and Grading System | | | |
|---|-----------------------|----------------------------|-------------|
| Evaluation System | Continuous assessment | Non-continuous evaluation* | Description |
| Final test | 40.00% | 100.00% | |
| Progress Tests | 60.00% | 0.00% | |
| Total: | 100.00% | 100.00% | |

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

| 9. Assignments, course calendar and important dates | |
|---|-------|
| Not related to the syllabus/contents | |
| Hours | hours |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 28 |
| Class Attendance (practical) [PRESENCIAL][project-based learning] | 28 |
| Project or Topic Presentations [PRESENCIAL][Group Work] | 2 |
| Writing of reports or projects [AUTÓNOMA][Group Work] | 45 |
| Study and Exam Preparation [AUTÓNOMA][Self-study] | 30 |
| Study and Exam Preparation [AUTÓNOMA][Project/Problem Based Learning (PBL)] | 15 |
| Final test [PRESENCIAL][Assessment tests] | 2 |
| Global activity | |
| Activities | hours |
| Class Attendance (practical) [PRESENCIAL][project-based learning] | 28 |
| Project or Topic Presentations [PRESENCIAL][Group Work] | 2 |
| Writing of reports or projects [AUTÓNOMA][Group Work] | 45 |
| Study and Exam Preparation [AUTÓNOMA][Self-study] | 30 |
| Study and Exam Preparation [AUTÓNOMA][Project/Problem Based Learning (PBL)] | 15 |
| Final test [PRESENCIAL][Assessment tests] | 2 |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 28 |
| Total horas: 150 | |

| 10. Bibliography and Sources | | | | | | |
|------------------------------|--|------------------|------|-------------------|------|-------------|
| Author(s) | Title/Link | Publishing house | Citv | ISBN | Year | Description |
| Malhotra, Naresh K. | Marketing research: an applied orientation | Pearson | | 978-1-292-26563-6 | 2020 | |
| | Investigación de mercados | ESIC | | 978-84-7356-987-3 | 2014 | |