



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: 2023-24

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
Módulo E/1.07	ADMINISTRACIÓN DE EMPRESAS	902204100	Rocio.Carranza@uclm.es	
Lecturer: DAVID MARTIN-CONSUEGRA NAVARRO - Group(s): 20 21 29				
Building/Office	Department	Phone number	Email	Office hours
Facultad de Derecho y Ciencias Sociales. Módulo E. D 1.06	ADMINISTRACIÓN DE EMPRESAS	902204100 Ext.3545	david.martin@uclm.es	

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	