

**1. General information****Course:** MARKETING RESEARCH**Code:** 54326**Type:** CORE COURSE**ECTS credits:** 6**Degree:** 329 - UNDERGRADUATE DEGREE PROGRAMME IN BUSINESS MANAGEMENT AND ADMINISTRATION (TA)**Academic year:** 2023-24**Center:** 15 - FACULTY OF SOCIAL SCIENCES AND INFORMATION TECHNOLOGIES**Group(s):** 60**Year:** 3**Duration:** C2**Main language:** Spanish**Second language:** English**Use of additional languages:****English Friendly:** Y**Web site:****Bilingual:** N

Lecturer: JUAN JOSE BLAZQUEZ RESINO - Group(s): 60				
Building/Office	Department	Phone number	Email	Office hours
Facultad de Ciencias Sociales y Tecnologías de la Información/Despacho 2.15	ADMINISTRACIÓN DE EMPRESAS	926051650	juan.blazquez@uclm.es	Wednesday: from 9:30 to 10:00 and from 11:30 to 14:00. Thursday: from 9:30 to 11:00 and from 12:30 to 14:00.

**2. Pre-Requisites**

There are no prerequisites.

It is recommended to have previously studied the subjects of Marketing Fundamentals (2nd GADE-Basic Course) and Marketing Management (3rd GADE-Compulsory Course)

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

The subject of Market Research has as its main purpose cover all aspects of planning, design and development of a research that collects information for decision making of business management and more specifically in the area of ¿¿Marketing. Therefore, the objectives of this subject are to offer students the necessary knowledge about the techniques and tools they can use to collect data and information about the environment of organizations that facilitate later decision making. Students should acquire a set of elementary knowledge about commercial research, the market research process, information gathering techniques, qualitative and quantitative research methods, sampling, survey design, scales of measurement, the main analysis techniques and the presentation of results. This subject is directly related to Marketing Fundamentals and Business Management of the Company, at the same time that it facilitates the students to identify the problems of the environment or the market and develop a market research for the decision making within the commercial departments, of marketing or research.

**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.

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.

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

## Additional outcomes

Develop the analytical capacity of marketing problems. Identify the usefulness of market research in relation to the different areas and activities of the business system. Evaluate the convenience of conducting market research. Establish the foundations of the discipline by increasing the ability and ability of the student in the search and preparation of information in an appropriate manner for a correct subsequent analysis. Awareness of ethical behavior in the practice of commercial research.

## 6. Units / Contents

**Unit 1: Introduction to market research.**

**Unit 2: Research design and information sources**

**Unit 3: Exploratory research: qualitative methods.**

**Unit 4: Descriptive research: quantitative methods.**

**Unit 5: Causal research: experimentation.**

**Unit 6: Sampling procedures and sample size.**

**Unit 7: Scales and questionnaires.**

**Unit 8: Data analysis techniques.**

## 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	Y	
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	
<b>Total:</b>			<b>6</b>	<b>150</b>			
<b>Total credits of in-class work: 2.4</b>			<b>Total class time hours: 60</b>				
<b>Total credits of out of class work: 3.6</b>			<b>Total hours of out of class work: 90</b>				

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%	Theoretical-practical final exam.
Progress Tests	60.00%	0.00%	Realization of a practical research work throughout the semester. Team work will be carried out from the beginning of the semester as a continuous evaluation of the subject.
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

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).

### Evaluation criteria for the final exam:

#### Continuous assessment:

(1) Theoretical-practical final exam (final test): A final written test, of theoretical-practical nature, according to the contents and concepts of the agenda and exposed in class. The qualification obtained in the exam will represent 40% of the total of the subject. A minimum of 4 is required about 10 to compute with practical work.

(2) The realization of a practical work in team (research work). This work will be supervised and guided by the teacher during the development of classes and tutorials, and will have an assessment of 60% of the total of the subject. The punctuation will be assigned to the work written in function of the student's participation in the different activities, as well as the content, organization, structure and rigor of the methodology and data analysis. Likewise, the presentation / defense of the work and the discussion / debate with the teacher will be taken into account to perform the evaluation.

Once the evaluations of the parts subject to evaluation have been computed, the subject will be considered passed if it reaches at least the 50% of the total.

#### Non-continuous evaluation:

Evaluation criteria not defined

### Specifications for the resit/retake exam:

The marks obtained in the practical work will be computed both in the ordinary and extraordinary call of the academic year in that the subject has been taken.

### Specifications for the second resit / retake exam:

Theoretical-practical exam.

## 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
<b>Global activity</b>	
Activities	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
<b>Total horas: 150</b>	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Esteban, Á. y Molina, A.	Investigación de Mercados	ESIC	Madrid	978-84-7356-987-3	2014	
Trespalacios, J.A et al.	Investigación de Mercados	Paraninfo		978-84-2833-852-3	2016	
Malhotra N.K.	Investigación de Mercados: Conceptos esenciales	Pearson		978-607-32-3560-0	2016	