




	PROCEDURE OF THE TEACHING COORDINATION		
	2nd EDITION	CODE: PCD_D002	

COURSE SYLLABUS
ACADEMIC YEAR 2019-2020

Identification and characteristics of the course			
Code	500024	Credits ECTS	6
Denomination (in Spanish)	INVESTIGACIÓN DE MERCADOS		
Denomination (in English)	MARKETING RESEARCH		
Degrees	ADE (2 groups), ADE-ECO / ADE-RLRH (1 group), ADE-DERECHO (1 group)		
Center	Faculty of Economics and Business Sciences		
Semester	5	Character	Compulsory
Module	Marketing		
Topic	Marketing Research		
Instructors			
Surname, Name	Office	e-mail	Website
GALÁN LADERO, M ^a de las Mercedes	49	mgalan@unex.es	https://www.unex.es/conoce-la-uex/centros/eco/centro/profesores
GARCÍA SANZ-CALCEDO, Joaquín	3	joaquingsc@unex.es	https://www.unex.es/conoce-la-uex/centros/eco/centro/profesores
JANITA MUÑOZ, M ^a Soledad	242	msjanita@unex.es	https://www.unex.es/conoce-la-uex/centros/eco/centro/profesores
PINNA BOTE, Víctor	216A	vicpinna@unex.es	https://www.unex.es/conoce-la-uex/centros/eco/centro/profesores
Knowledge Area	Business Organization		
Department	Business Management and Sociology		
Coordinator	Janita – Muñoz, M. Soledad (Galán Ladero, M ^a de las Mercedes)		
Skills			
Basic Skills			
CB1, CB2, CB3, CB4, CB5			
General Skills			
CG1, CG2, CG3			
Transversal Skills			
CT1, CT2, CT3, CT6, CT7, CT9, CT14, CT15, CT17, CT18, CT21, CT24			
Specific Skills			
CE8			

	PROCEDURE OF THE TEACHING COORDINATION		
	2nd EDITION	CODE: PCD_D002	

Content
Overview
<p>This course is designed to provide students with an understanding of the role of marketing research as an aid to management decision – making and marketing strategy formulation. Thus, this course examines marketing research within the company and, in particular, in marketing activity. To do this, an introduction to marketing research is made, along with its functions in the commercial area (chapter 1); the various sources of information are described, focusing first on both internal and external secondary sources (chapter 2); the qualitative research and its different methods are analyzed (chapter 3); survey research is defined and its main characteristics are studied (chapter 4); the questionnaire design is explained (chapter 5); and finally, the information is collected and analyzed, writing the final report (chapter 6).</p>
Course Content
<p>Chapter 1: Introduction to marketing research</p> <p>Theoretical content (chapter 1):</p> <ol style="list-style-type: none"> 1.1. Introduction. 1.2. Concept of marketing research. 1.3. Characteristics of marketing research. 1.4. Fundamentals and methodology to conduct a marketing research. <p>Methodology: Explanation with PowerPoint presentation, supported by literature and audiovisual material.</p> <p>Practical Content (chapter 1): Case studies related to the introduction to marketing research.</p> <p>Methodology: Readings, resolution in group, and class discussion.</p>
<p>Chapter 2: Secondary Information</p> <p>Theoretical Content (chapter 2):</p> <ol style="list-style-type: none"> 2.1. Information sources: classifications. 2.2. Internal information sources. 2.3. External information sources. 2.4. Panel types. <p>Methodology: Explanation with PowerPoint presentation, supported by literature and audiovisual material.</p> <p>Practical Content (chapter 2): Case studies involving secondary data.</p>

	PROCEDURE OF THE TEACHING COORDINATION		
	2nd EDITION	CODE: PCD_D002	

Methodology:

Readings, resolution in group, and class discussion.

Chapter 3: Qualitative research

Theoretical Content (chapter 3):

- 3.1. Introduction. Concept and characteristics.
- 3.2. Concept and characteristics.
- 3.3. Qualitative techniques

Methodology:

Explanation with PowerPoint presentation, supported by literature and audiovisual material.

Practical content (chapter 3):

Case studies related to qualitative research methods.

Methodology:

Readings, resolution in group, and class discussion.

Chapter 4: Quantitative research (I): survey.

Theoretical content (chapter 4):

- 4.1. Introduction.
- 4.2. The survey as a means of collecting information.
- 4.3. Survey types.
- 4.4. Choosing the survey type.

Methodology:

Explanation with PowerPoint presentation, supported by literature and audiovisual material.

Practical content (chapter 4):

Case studies related to survey research.



Methodology:

Readings, resolution in group, and class discussion.

Chapter 5: Quantitative research (II): questionnaire design and sampling.

Theoretical Content (Chapter 5):

- 5.1. The questionnaire.
- 5.2. Assessment scales.

	PROCEDURE OF THE TEACHING COORDINATION		
	2nd EDITION	CODE: PCD_D002	

- 5.3. Sampling.
5.4. Field work.

Methodology:

Explanation with PowerPoint presentation, supported by literature and audiovisual material.

Practical Content (Chapter 5):

Case studies and exercises related to survey research

Methodology:

Reading, resolution in group, and class discussion.

Chapter 6: Quantitative research (III): collection and information analysis methods.

Theoretical content (Chapter 6):

- 6.1. Design and management of the database.
6.2. Information analysis.
6.3. Final report.

Methodology:

Explanation with PowerPoint presentation, supported by literature and audiovisual material.

Practical content (Chapter 6):



Practical exercises related to measurement and scales assessment.

Methodology:

Readings, resolution in group, and class discussion.

Formative Activities

Student work hours by Chapter		Presential	Practical activities	Monitoring Activity	No presential
Chapter	Total	L	Sem	ST	PS
1. Theory	18	8			10
1. Practice	11		2		9
2. Theory	16	7			9
2. Practice	7		2		5
3. Theory	14	7			7
3. Practice	5		2		3
4. Theory	15	7			8
4. Practice	8		2		6

	PROCEDURE OF THE TEACHING COORDINATION		
	2nd EDITION	CODE: PCD_D002	

5. Theory	15	7			8
5. Practice	8		2		6
6. Theory	16	7			9
6. Practice	15		5		10
Joint Evaluation	2	2			
TOTAL	150	45	15	0	90

L: Lecture (40 to 80 students on average according to degree)

S: Seminar (20 to 40 students on average according to degree: LG unfold).

ST: Scheduled Tutorials (5 to 8 students on average according to degree)



PS: Student's personal study, individual or in-group work, references reading, ...

Teaching Methodology

1. Expository method, consisting in the presentation of the contents of the course under study. It also includes examples of problem solving by the instructor.
2. Method based on the problem-solving approach in class. Students develop and interpret appropriate solutions collaboratively from the application of procedures .
3. Collaborative activities based on resources and digital tools, especially those held on the UEx virtual campus.
4. Situation of learning /assessment in which the students perform some test to reinforce their learning and as an assessment tool.

Learning Results

- Acquisition of knowledge, skills and attitudes related to the design, implementation and monitoring of marketing research.
- Acquisition of capacity for the design, execution and control of marketing research.
- Awareness of the importance of information to support decision making in marketing and the ultimate goal of marketing research, which is the acquisition of information.
- Getting students to discover how, through the methods and techniques of marketing research, valid information can be obtained for marketing decision-making.
- Awareness of the importance of objectivity in research, both in its approach and the collection and data analysis.
- Training competent and capable students to develop the necessary skills for understanding the market and consumers.
- Generating a favorable attitude toward marketing research in the student, transmitting that there are many possibilities, many of those accessible to the small and medium-sized enterprises. Therefore, this activity is not exclusive to multinational corporations.

	PROCEDURE OF THE TEACHING COORDINATION		
	2nd EDITION	CODE: PCD_D002	

- Contributing to the development of skills related to writing and public presentation of reports, projects, or other types of work done by students.

Evaluation Systems

Presential evaluation system

Continuous assessment system with the following breakdown:

- Rating of the final written exam: 70%
- Rating of the work done in Seminars: 30%

The written exam/s will cover all course material, including the theoretical and practical knowledge and skills acquired. The understanding of the topics discussed in class and the extra material will also be assessed.

The exam will include a variety of questions (multiple choice and/or essay test) and, to pass it, the student must obtain at least half of the net points assigned to the full exam.

To pass the course, it is required but not sufficient, to pass first the written exam/s. The score of this exam will be 70% of the final grade for the course.

The remaining 30% of the final grade will correspond to the grade obtained in the assessment of a marketing research project (and other activities) to be carried out in seminars throughout the course (in-class group work or individual assignments). The score of the seminars (a minimum grade in the seminars will be necessary) will be incorporated only if the exam has been previously passed.

Therefore, to pass the course, a minimum score of 5 points (out of 10) in the final course grade is needed.



The score of the marketing research project will be obtained throughout the semester, without an opportunity to make-up in the extraordinary calls (it will be maintained in all calls of the academic year).

Class attendance will be mandatory in this system. Those students who do not attend class and/or do not obtain the minimum score in the seminars, will go to the evaluation system with a final global exam.

Final global test system

Students who cannot attend classes or who wish to benefit from the global final test, must inform the instructor about that situation at the beginning of the academic year, during the first three weeks, or when the circumstance befalls (if it occurs after the beginning of the course) – article 4, section 6, of the Assessment Regulations.

Students will take a final test of a global type (multiple choice and/or essay test), in which the theoretical-practical knowledge and acquired skills will be evaluated, as well as the understanding of the topics exposed in class and the complementary material. It will be necessary to obtain a

	PROCEDURE OF THE TEACHING COORDINATION		
	2nd EDITION	CODE: PCD_D002	

minimum grade in each of the parts to pass this final global test. This will be maintained in all calls.

To be assessed, in both systems, students must upload a recent photograph to their profiles in the UEx virtual campus, and deliver or send a card to the instructor during the first two weeks of the course.

N.B.: According to article 7, section 12, of the assessment regulations for the official degrees of the University of Extremadura, "the fraudulent performance of any evaluation test will imply the qualification "F" ("Suspendo", in Spanish), with the grade "0" in the corresponding call, regardless of whether the instructor can request the opening of an informative / disciplinary file before the Rector of the University of Extremadura.

Summary:

Your course grade will be computed as follows:

<i>Grade Component</i>	<i>Weight</i>
Exam/s	70%
Seminar Work (Marketing Research Project and other activities)	30%
TOTAL	100%

Textbooks (basic and complementary bibliography)

Basic bibliography (recommended textbooks):

In English:

- Rosendo Ríos, V.; Pérez del Campo, E. (2013): *Business Research Methods. Theory and Practice*. Esic, Madrid.



In Spanish:

- Esteban Talaya, A.; Molina Collado, A. (2014): *Investigación de Mercados*. Esic, Madrid.
- Grande Esteban, I.; Abascal Fernández, E. (2014): *Fundamentos y técnicas de investigación comercial*. 12ª ed. Esic, Madrid.

Complementary bibliography:



In English:

- Clow, Kenneth E.; James, Karen E. (2014): *Essentials of Marketing Research. Putting Research Into Practice*. Sage, USA.

	PROCEDURE OF THE TEACHING COORDINATION		
	2nd EDITION	CODE: PCD_D002	

In Spanish:

- Aaker, D.A.; Day, G.S. (1989): *Investigación de Mercados*. 3ª ed. Mc Graw Hill, México.
- Abascal Fernández; Grande Esteban, I. (1994): *Aplicaciones de investigación comercial*. Esic, Madrid.
- Báez y Pérez de Tudela, J. (2009): *Investigación cualitativa*. 2ª ed. Esic, Madrid.
- Barabba, V.P.; Zaltman, G. (1992): *La Voz del Mercado. La Ventaja Competitiva a Través del Uso Creativo de la Información del Mercado*. Mc Graw Hill, Madrid.
- Burns, A. y Bush, R. (2012): *Marketing Research*. 7ª ed. Prentice Hall.
- Decker, C.L. (1999): *Triunfar con P&G. 99 Claves del Éxito de Procter & Gamble*. Gestión 2000. Barcelona.
- Delgado, J.; Buil, T. (2013): *Días de compra misteriosa, aplicaciones prácticas de Mystery Shopping*. 1ª ed. Esic, Madrid.
- Díaz de Rada, V. (2001): *Diseño y elaboración de cuestionarios para la investigación comercial*. 1ª ed. Esic, Madrid.
- Díez, E.C. y Landa, J. (1994): *Investigación en Marketing*. Civitas, Madrid.
- Fernández, A. (2004): *Investigación y Técnicas de Mercado*. 2ª ed. Esic, Madrid.
- Ferré, J.M. (1997): *Investigación de Mercados Estratégica*. Ed. Gestión 2000.
- García Ferrer, G. (2012): *Investigación comercial*. 3ª ed. Esic, Madrid.
- González Lobo, M.A. (2000): *Investigación comercial. 22 casos prácticos y un apéndice teórico*. 1ª ed. Esic, Madrid.
- Grande, I. y Abascal, E. (2005): *Análisis de encuestas*. Esic, Madrid.
- Hague, P.N.; Jackson, P. (1992): *Cómo Hacer Investigación de Mercado*. Ed. Deusto, Bilbao.
- Hair, J.F., Anderson, R.E., Tatham, R.L. y Black, W.C. (1999): *Análisis multivariante de datos*. 5ª ed. Prentice Hall, Madrid.
- Hair, J.; Bush, R.; Ortinau, D. (2010): *Investigación de Mercados*. 4ª edición. McGraw-Hill.
- Hayes, B.E. (2002): *Cómo medir la satisfacción del cliente. Desarrollo y utilización de cuestionarios*. 3ª Ed. Gestión 2000, Barcelona.
- Ibáñez Zapata, J.A.; Webb, J.R.; Martínez López, F.J. (2003): *Investigación de Marketing*. Thomson editores, Madrid.
- Kinneer, T.C.; Taylor, J.R. (1998): *Investigación de mercados: un enfoque aplicado*. 5ª ed. McGraw Hill, Bogotá.
- Llopis Goig, R. (2004): *Grupos de discusión*. 1ª ed. Esic, Madrid.
- Luque, T. (1997): *Investigación de Marketing. Fundamentos*. Ariel, Barcelona.
- Luque, T. (2003): *Nuevas herramientas de investigación de mercados: especial referencia a redes neuronales artificiales aplicadas al marketing*. Civitas, Madrid.
- Luque, T. (coord.) (2012): *Técnicas de análisis de datos en investigación de mercados*. Pirámide, Madrid.
- Malhotra, N.K. (2008): *Investigación de mercados*. 5ª ed. Prentice-Hall, México.
- Martínez, J. (coord.) (2000): *La Investigación en Marketing*. AEDEMO, Barcelona.
- Martínez, P. (2008): *Cualitativa-mente*. 1ª ed. Esic, Madrid.
- Martínez Valverde, J.F. (2015): *Investigación Comercial*. Editorial Paraninfo.
- Merino Sanz, M. J.; Pintado Blanco, T. (2015): *Herramientas para dimensionar los mercados: la investigación cuantitativa*. 1ª ed. Esic, Madrid.
- Merino Sanz, M. J.; Pintado Blanco, T. (2015): *La investigación de mercados: claves para conocer los insights del consumidor*. 1ª ed. Esic, Madrid.
- Merino Sanz, M. J.; Pintado Blanco, T.; Sánchez Herrera, J.; Grande Esteban, I. (2015): *Introducción a la Investigación de mercados*. 2ª ed. Esic, Madrid.



	PROCEDURE OF THE TEACHING COORDINATION		
	2nd EDITION	CODE: PCD_D002	

- Merino Sanz, M. J.; Yagüez, E. (2012): *Nuevas tendencias en investigación y marketing*. 1ª ed. Esic, Madrid.
- Miquel, S.; Bigné, E.; Levy, J.P.; Cuenca, A.C.; Miquel, M.J. (1997): *Investigación de mercados*. McGraw-Hill, Madrid.
- Ortega, E. (1998): *Manual de Investigación Comercial*. 3ª ed. (5ª impresión). Pirámide, Madrid.
- Pedret, R.; Sagnier, L.; Camp, F. (2003): *Herramientas para segmentar mercados y posicionar productos*. Ed. Deusto, Bilbao.
- Pérez Marqués, M. (2014): *Técnicas de Investigación de mercados*. RC Libros, Madrid.
- Santesmases, M. (2009): *Dyane versión 4. Diseño y análisis de encuestas en investigación social y de mercados*. Pirámide, Madrid.
- Soler, P.; Perdiguier, A. (1992): *Prácticas de investigación de mercados. Siete investigaciones completas*. Deusto, Bilbao.
- Trespalacios, J.A.; Vázquez, R.; Bello, L. (2005): *Investigación de mercados: Métodos de recogida y análisis de la información para la toma de decisiones en marketing*. Thomson, Madrid.
- Zikmund, W.G. (1998): *Investigación de mercados*. 6ª ed. Prentice Hall Hispanoamericana, México, D.F.
- Zikmund, W.G. (2003): *Fundamentos de investigación de mercados*. 2ª ed. Thomson, Madrid.
- Zikmund, W.G.; Babin, B.J. (2009): *Investigación de mercados*. 9ª ed. Cengage Learning, México, D.F.

**Other course materials
(other resources and complementary teaching materials)**

Links:

- AC Nielsen España:
<http://www.acnielsen.es>
- Agencia Española de Consumo, Seguridad Alimentaria y Nutrición (AECOSAN): <http://consumo-inc.gob.es>
- American Marketing Association (AMA):
<http://www.ama.org>
- Asociación Española de Estudios de Mercado, Marketing y Opinión (AEDEMO):
<http://www.aedemo.es>
- Asociación Mundial de Investigación en Marketing y Opinión (ESOMAR):
<https://www.esomar.org>
- Asociación Nacional de Empresas de Investigación de Mercados y Opinión Pública:
<http://www.aneimo.com>
- Asociación para la Investigación de Medios de Comunicación:
<http://www.aimc.es/>
- Bases de datos Ciencias Sociales (UEx access):
<http://biblioteca.unex.es>
- Centro de Investigaciones Sociológicas:
<http://www.cis.es/>
- Eurostat:
<http://ec.europa.eu>
- Instituto de Estadística de Extremadura:
<http://estadistica.qobex.es>

	PROCEDURE OF THE TEACHING COORDINATION		
	2nd EDITION	CODE: PCD_D002	

- Instituto Nacional de Estadística:

<http://www.ine.es>

- Nielsen:

<http://www.nielsen.com>

- Sigma Dos:

<http://www.sigmados.com>

- Taylor Nelson Sofres:

<http://www.tnsglobal.es/>