

TEACHING PLAN FOR

● MARKET RESEARCH I

1. Basic Description

Name of the course: Market Research I

Academic year: 2018–2019

Year: 3rd

Term: 2nd

Degree / Course: Bachelor's Degree in International Business and Marketing

Code: 43201

Number of credits: 4

Total number of hours committed: 100

Teaching language: English

Lecturer: Roger Pagà (roger.paga@prof.esci.upf.edu)

Timetable:

Group 1

Tuesday	10.30 am–12.45 pm	(lecture)
Thursday	11.15 am–12.10 pm	(Group 101 seminar)
Thursday	12.15 pm–1.10 pm	(Group 102 seminar)
Thursday	1.15pm–2.10 pm	(Group 103 seminar)

Group 2

Tuesday	8.00–10.15 am	(lecture)
Thursday	8.00–8.55 am	(Group 201 seminar)
Thursday	9.00–9.55 pm	(Group 202 seminar)
Thursday	10.00–10.55 am	(Group 203 seminar)

Office hours:

Thursday, 2.10 - 3.10 pm

2. Course Overview

Marketing managers make numerous strategic and tactical decisions throughout the process of identifying and satisfying customer needs, including: defining and segmenting the market, selecting targets, positioning brands and products, and implementing marketing programmes. Having access to accurate/actionable information is vital for optimising decision-making processes, minimising risks and maximising potential opportunities.

Market research aims to assess information needs and provide management with

relevant, reliable and up-to-date information so that they can identify marketing problems and opportunities. Suitable methods and techniques are selected in accordance to the kind of data required. Marketers should understand the utility of these techniques and know when and how to use them in order to efficiently manage their brands and products.

This course has been developed to teach students how to optimise marketing decisions in their future professional careers and to understand what information can be provided by market research. Students will learn what market research is and how it should be carried out. Both quantitative and qualitative market research will be covered in this course, and both online and offline market research techniques will be explored. Desk research will also be covered, which will allow students to familiarize themselves with database searching. The additional complexity of international market research as well as some ethical dilemmas that emerge when conducting market research will also be outlined.

3. Competences to Be Worked on in the Course

General competences	Specific competences
Instrumental competences	Disciplinary competences
G.I.1. Ability to search, analyze, assess and summarise information.	E.D.11. Introduce the basic marketing tools and capacitate for planning commercial strategies.
G.I.2. Ability to relate concepts and knowledge from different areas.	Professional competences
G.I.4. Ability to tackle and solve problems.	E.P.1. Ability to understand the decisions taken by economic agents and their interaction in the markets.
G.I.5. Ability to take decisions in complex and changing environments.	E.P.2. Ability to analyse economic and market indicators when taking decisions within the organisation.
G.I.6. Ability to develop, present and defend arguments.	E.P.17. Ability to express and understand spoken and written communication in English at an advanced level in the international business environment.
G.I.8. Oral and written competence in communicating in English.	E.P.21. Ability to search and use various information sources.
General personal competences	E.P.22. Ability to contrast knowledge obtained in the learning process and adapt it to real situations.
G.P.6. Capacity to foresee events.	

<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>E.P.23. Ability to apply and expand upon abstract reasoning.</p> <p>E.P.24. Develop the ability to synthesise</p>
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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.

4. Contents

Unit 1: An Introduction to Market Research

Unit 2: The Market Research Process: Problem Definition and Approach Development

Unit 3: The Market Research Process: Formulation of the Research Design

Unit 4: The Research Design in detail: Qualitative Research Techniques

Unit 5: The Research Design in detail: Quantitative Research Techniques

Unit 6: Market Research 2.0: Market Research in the context of Digital Marketing

5. Assessment

Regular term evaluation

Assessment elements	Time period	Nature	Assessment agent	Type of activity	Grouping	Weight (%)
Exam (minimum score to pass the subject: 4/10)	Exam Week	Compulsory	Lecturer	Multiple choice	Individual	60%
Assignments	Every week	Compulsory	Lecturer	Case studies	In groups	30%
Participation	Every class (both theory and seminars)	Voluntary	Lecturer	Comments that don't involve clarification questions	Individual	10%

Students must sit the final exam in order to obtain a grade for the course. Students who do not sit the final exam will receive a "No Show" grade.

Students who obtain less than a 4/10 in the final exam will automatically fail the course regardless of their assignment and participation grades. The overall grade for the course will be equal to the grade obtained in the final exam.

Students who obtain at least a 4/10 in the final exam will be able to use their assignment and participation grades to compute the overall grade for the course (using the weights specified in the table above). Students who obtain an overall course grade of at least 5/10 will pass the course.

Resits

Only students who have obtained at least a 3/10 in the final exam may retake it. Students who obtained less than a 3/10 or who did not show up the day of the final exam may not retake it. For those students who retake the final exam, their assignment and participation grades will carry over.

Any students found copying and/or plagiarising work, in whole or in part, will fail the subject. They will receive a final grade of zero and will not be allowed to take the make-up exam. In accordance with the UPF Disciplinary Rules and Regulations for Students, other additional sanctions may apply depending on the seriousness of the offence.

Working competences and assessment of learning outcomes:

	Exam	Assignments	Participation
GI1		X	
GI2		X	

GI3		X	
GI4			X
GI5		X	X
GI6		X	X
GI8	X	X	X
GA1		X	X
GA2		X	X
GS1		X	X
GS2		X	X
GS4		X	X
GS6		X	X
ED11		X	X
EP1		X	X
EP2		X	X
EP17	X	X	X
EP21		X	
EP22			X
Learning outcomes	X	X	X

6. Bibliography and Teaching Resources

Core bibliography:

- Malhotra, N. K. (2008). *Marketing research: An applied orientation, 5/e.* Pearson Education India.

Supplementary bibliography:

- Burns, A. C., & Bush, R. F. (2004). *Marketing research: Online research applications.* Prentice Hall.

Teaching resources:

- PowerPoint presentations available on Aula Global.

7. Methodology

Classes will be split into theory and seminars.

There will be 10 theory sessions that will last 2 hours each. Sessions will include a 15-minute break. The sessions will closely follow the book by Malhotra mentioned under 'core bibliography'. On top of that, selected sections from the supplemental bibliography will also be used to complement or expand on certain concepts. The essentials of each session will be presented in PowerPoint format. To make it easier for students to follow the class, the PowerPoint files will be uploaded on Aula Global before each session starts. Some theory sessions may be taught by practitioners who are professionals on a specific topic seen during course.

There will be 9 seminar sessions that will last 55 minutes each. The purpose of the seminars will be to discuss assignments that students will have to prepare beforehand or to work on additional topics that complement the theory sessions. Unless indicated otherwise, assignments will have to be prepared in groups of 3-5 people. The composition of the groups will be up to the students. Each assignment will deal with a topic previously covered in the theory sessions and will stress its implications or applications. Since the emphasis will be on putting what has been learnt into practice and connecting it to the real world, assignments will usually take the form of case studies. The assignments will have to be uploaded on Aula Global before the specified deadline and respect the maximum allowed word count if one is set. Assignments that are submitted late or that exceed the maximum allowed word count will receive a qualification of zero. The scores obtained in these assignments account for 30% of the final grade. Class participation (either in the theory sessions or the seminars) supposes another 10%.

The course will include a final exam that accounts for the remaining 60% of the final grade. The exam will feature a combination of multiple-choice and open-ended questions. Incorrect answers in the multiple choice questions will be penalized. Blank answers will not.

8. Timetable of Activities

- 1) Allocation of hours between theory and practical lessons: 2 hours of lectures and 1 hour of seminars per week, amounting to 29h total (seminars start in the second week of classes)
- 2) Scheduling activities under the curriculum:
 - In the classroom: lecture classes, seminars, face-to-face tutorials
 - Outside the classroom: group work, independent study

Week	Activity in the classroom Grouping/ type of activity	Duration (in hours)	Activity outside the classroom Grouping/ type of activity	Duration (in hours)

Week 1	Course Introduction Lecture: Unit 1 Seminar: no seminar that week	2	Personal study	3
Week 2	Lecture: Unit 2 Seminar: Theory/special activity: Illustrating 'problem definition' and 'approach development' via the Harley Davidson case	3	Personal study + Assignment preparation	10
Week 3	Lecture: Unit 2 (continuation) Seminar: Discussion assignment 1	3	Personal study + Assignment preparation	10
Week 4	Lecture: Unit 3 Seminar: Discussion assignment 2	3	Personal study	4
Week 5	Lecture: Unit 3 (continuation) Seminar: Theory/special activity: Laboratory & Field Experiments in Market Research	3	Personal study + Assignment preparation	10
Week 6	Lecture: Unit 4 Seminar: Discussion assignment 3	3	Personal study + Assignment preparation	10
Week 7	Lecture: Unit 4 (continuation) Seminar: Discussion assignment 4	3	Personal study	4
Week 8	Lecture: Unit 5 Seminar: Special activity: Introduction to Qualtrics	3	Personal study + Assignment preparation	10

Week 9	Lecture: Unit 5 (continuation) Seminar: Discussion assignment 5	3	Personal study	4
Week 10	Lecture: Unit 6 Seminar: Preparation for the final exam	3	Personal study	4
Final Exams Week	Final Exam	2		
Total time		31		69