



Universitat de Lleida

DEGREE CURRICULUM

MARKETING RESEARCH

Coordination: COS SANCHEZ, MARIA PILAR

Academic year 2023-24

Subject's general information

Subject name	MARKETING RESEARCH			
Code	101331			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Business Administration and Management	4	OPTIONAL	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA	TEORIA	
	Number of credits	2.7	3.3	
	Number of groups	1	1	
Coordination	COS SANCHEZ, MARIA PILAR			
Department	ECONOMICS AND BUSINESS			
Teaching load distribution between lectures and independent student work	40%) 60 hours in person (60%) 90 hours self-employed			
Important information on data processing	Consult this link for more information.			
Language	SPANISH AND CATALAN			
Distribution of credits	Pilar Cos Sánchez 6 ECTS			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
COS SANCHEZ, MARIA PILAR	pilar.cos@udl.cat	6	<ul style="list-style-type: none"> - Each week in the same classroom where the class takes place, once the class has been completed. - Other time: confirm by email. <p>Regardless of the tutoring schedule set, you can always send me an email to stay on one day and at a certain time.</p> <ul style="list-style-type: none"> - Mentoring can be in-person or by video conference. - Queries can also be made via email.

Subject's extra information

Teacher recommendations:

- The weekly consultation of the UdL Virtual Campus (Sakai) is essential for this subject. It will be used for teacher notices and information (advertisement space), to publish subject content (resource space), to publish activity statements and deliver your solution (activity space), to perform test tests (test space), and to send individual messages (message space).
- It is essential to read the contents of the units published before each class, in order to properly follow the theoretical and practical explanations. Prior to and during the explanation of each unit, the class will ask about the contents of the unit. The teacher will indicate the corresponding reading sections for each session.
- It is important but essential to attend classes, due to their eminently practical nature and for working on exercises/cases similar to the activities of the continuous evaluation.
- You can set up an email tutoring regardless of the tutoring schedule set.

Learning objectives

Commercial research is one of the sub-functions of marketing, consisting of systematically obtaining information to assist management in making business decisions. It is integrated between the marketing system and the decision-making process, which together sets up the company's marketing direction process.

Commercial *research* is therefore a tool to assist in the decision-making of the company, whether specific to the commercial and/or marketing area, whether generic in nature of the company's global development strategy.

The objective of this course is, on the one hand, to offer students all the theoretical knowledge of commercial research, that is, of the process of collecting, analyzing and interpreting information about the market, and on the other hand, to translate all these theoretical knowledge into the practice currently used.

The objectives of the course can be achieved in six points:

1. Show the usefulness of business research.
2. Describe the stages involved in any commercial research process and specify the content of each.
3. Introduce the most commonly used research techniques.
4. State the main aspects in the preparation of a sample design and in the preparation of a questionnaire.
5. Show the primary analysis methods used in quantitative business research.

6. Facilitate the main lines to be taken into account in the preparation of the research project, in the drafting of the final report and in its conclusions.

These objectives are divided into two large blocks: the first, refers to practical aspects **applied to commercial research techniques** and the second, to **statistical analysis of the surveys** (univariate, bivariate and multivariate). With the training acquired, the learner will be trained to:

- Design market research.
- Use the most appropriate analysis techniques, depending on the type of study and its objectives.
- Understand the results and draw the appropriate conclusions, to capture in a final report.
- Manage the specific statistical programs, applied in the explanation of the subject.

Competences

University of Lleida strategic competences

- Correctness in oral and written language.
- Master Information and Communication Technologies.

Goals

- This subject will be based in the Commercial Research. The commercial research is one of the subfunctions of the marketing, consistent in the systematic obtention of information to attend the commercial decision-making. The same is integrated between the system of marketing and the process of adoption of the decisions, which collectively configures the process of marketing of the company. The commercial research, fear so much, a tool of help for the decision-making of the company, already are specific of the commercial area and/or marketing, already are of generic character of the strategy of global development of the company. This subject has as an objective, fear a part offer to the students all the theoretical knowledges of a commercial research, say, of the process of collection, analysis and interpretation of information on the market, and fear another part translate all these theoretical knowledges in the practice used at present. The aims of the subject can concretise them in six points: 1. Show the utility of the commercial research. 2. Describe the stages that comports any process of commercial research and concretise the content of everyone of them. 3. Present the technical of research more used. 4. Expose the main aspects in the elaboration of a sample deisgn and in the elaboration of a questionnaire. 5. Show the methods of main analyses that use in the quantitative commercial research. 6. Facilitate the main lines to take into account in the elaboration of the project of research, in the writing of the final report and in his conclusions. With the obtained information the student will be able to: - Design a market research. - Use the technical analyses more appropriate, depending of the type of study and of his aims. - Interpret the results and obtain the timely conclusions, to collect them in a final report. - Handle the specific statistical programs, applied in the explanation of the assignatura.
- Master a foreign language.

Degree-specific competences

- Create and direct a business, which listens and responds to the changes of the environment in which it operates.
- Apply instrumental techniques to the analysis and solution of business problems and to the taking of decisions.
- Perform the roles related to the different functional areas of a business and institutions.
- Elaborate, interpret and audit the economical-financial information of entities and individuals, and provide them with assessment.

Degree-transversal competences

- Ability to criticise and be self-critical.
- Ability to organise and plan.
- Teamwork and leadership.
- Be able to work and to learn in an autonomous way and simultaneously adequately interact with others, through cooperation and collaboration.
- Ability to analyse and synthesise.
- Act in accordance with rigour, personal compromise and in a quality orientated way.

Subject contents

UNIT 1- INTRODUCTION OF COMMERCIAL RESEARCH.

1. Market Research Concept.
2. Classification of Information Sources.
3. Types of business research.
 1. Classification.
 2. Exploratory research.
 3. Descriptive research.
 4. Differences between exploratory and descriptive research.
4. Descriptive Research Techniques.
5. Exploratory Research Techniques.
6. Planning for market research.

UNIT 2-DESCRIPTIVE RESEARCH: THE SURVEY

1. Types of surveys.
2. Sampling.
 1. Concepts.
 2. Types of sampling.
 3. Design of a sampling. Stages.

1. Basic questionnaire considerations.
 1. Stages in its manufacture.
 2. Preparation or structure of the questionnaire.
 3. Questionnaire questions.
 4. Pilot questionnaire. Considerations.
2. Classification of variables. Measurement scales.
3. Questionnaire design. Coding.

UNIT 3- INFORMATIVE APPLICATION OF DATA ANALYSIS.

1. DYANE Program Overview: Survey design and analysis.
2. Research design: definition of the study variables and preparation of the questionnaire.
3. Data collection and processing. Statistical analysis of data: general concepts and procedures.

UNIT 4- BASIC DATA ANALYSIS

1. Stages of information analysis.
2. Descriptive univariate analysis.
 1. Frequency Distribution
 2. Central Trend Measures
 3. Dispersion Measures
3. Graphical representations.
4. Program application. Example.

UNIT 5- BIVARIATE STATISTICAL

ANALYSIS: CONTRAST OF HYPOTHESES AND CORRELATION

1. The tabulation process.
2. Contingency tables: cross-tabulation.
3. Tables of mean values.
4. Hypothesis contrast
 1. Chi-square test.
 2. Analysis of Variance-ANOVA
5. Parametric correlation: *Pearson correlation*
6. Program application. Example.

UNIT 6-MULTIVARIABLE

ANALYSIS: DEPENDENCY METHODS

1. Multiple regression
2. AID Segmentation (*Automatic Interaction Detection*)
3. Program application. Example.

UNIT 7-MULTIVARIABLE

ANALYSIS: INTERDEPENDENCE METHODS

1. Correspondence Factorial Analysis (FAS).
 1. AFC of socks
 2. Frequency CFA
2. Analysis of major components (ACP).
3. Group analysis (*cluster analysis*).
4. Program application. Example.

UNIT 8-

INTERPRETATION OF THE RESULTS AND CONCLUSIONS

1. Interpretation of results.
2. Preparation of the conclusions of the study.
3. Market research structure.

Methodology

- The methodology is used in the first units of this subject: *Flipped Classroom* and *Just-in-time teaching*.
 - Theoretical documentation of the subject provided to students (units 1 and 2).
 - Performing a content verification test, after reading the subject material.
- Theoretical and practical explanations of the rest of the content of the program.
- Practical application of the program contents (applicable units), using computer programs in market research (mainly Dyane (version 4) and JASP 0.12). Actual or non-actual assumptions will be raised, which students will need to solve with the statistical analysis techniques previously taught (univariate, bivariate and multivariate).
- Personalized tutoring in the performance of the activities, for the application of the knowledge acquired in the subject.
- All classes will be conducted in the computer classroom and/or by video conferencing.

Development plan

Dates (Weeks)	Description:	Activity In-person	HTP (2) (Hours)	Self-employed activity	HTNP (Hours)
1	Subject Presentation Unit 1	Subject Presentation Master Lesson and Discussion Activity	3,5	Read subject teacher guide	3
2	Unit 1	Master Lesson and Discussion Activity	3,5	Understanding and studying the notes; resolving the activity proposed	4,5
3	Unit 2	Master Lesson and Case Study Resolution	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
4	Unit 2 Activity 1	Master Lesson and Case Study Resolution Activity 1	3,5	Understanding and studying the notes; resolving the activity proposed	4,5
5	Unit 2	Master Lesson and Case Study Resolution	3,5	Understanding and studying the notes; resolving the activity proposed	4,5
6	Unit 3 and 4	Master Lesson and Case Study Resolution	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
7	Unit 4 Activity 2	Master Lesson and Case Study Activity 2	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
8	Unit 3, 4	Review Units and Case Study Resolution	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
9	1st exam. Units 1, 2, 3, 4	Performing 1st Exam	3.75	Study and Preparation Exam 1	11

Dates (Weeks)	Description:	Activity In-person	HTP (2) (Hours)	Self-employed activity	HTNP (Hours)
10	Unit 5	Master Lesson and Case Study Resolution	3,5	Understanding and studying the notes; resolution of the proposed activity	4,5
11	Unit 6	Master Lesson and Case Study Resolution	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
12	Unit 6 Activity 3	Master Lesson and Case Study Resolution Activity 3	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
13	Unit 7	Master Lesson and Case Study Resolution	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
14	Unit 7	Master Lesson and Case Study Resolution	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
15	Unit 8 Activity 4	Master Lesson and Case Study Activity 4	3,5		4,5
16, 17 and 18	2nd exam. Units 6, 7 (Multivariate analysis)	Performing 2nd Exam	3.75	Study and Preparation Exam 2	11
TOTAL			60		90

Evaluation

Ongoing Assessment

The final rating is obtained from the weighted average of the ratings obtained in each of the evaluation activities according to their specific weight.

Objectives	Activities of assessment Criteria	%	Dates	M/V (1)
Units 1, 2, 3, 4	Note 1: Written Test 1 (Exam 1)	19	According to approved schedule FDET Classroom: 0.38 FDET	M
Units 5,6,7	Note 2: Written Test 2 (Exam 2)	19	According to approved FDET schedule Classroom: 0.38 FDET	M

Objectives	Activities of assessment Criteria	%	Dates	M/V (1)
Topics 1-7	<p>Notes 3, 4, 5, 6:</p> <p>Delivery of the <u>4 activities</u> indicated in the table below (timekeeping)</p> <p><u>Activity tests</u></p>	14 x 4 (*)	<p>Throughout the course</p> <p>October 4 October 25 November 29 December 20</p>	M
Topics 1-7	Note 7: active participation	6	Throughout the course	M

1. Mandatory / Voluntary (2) Individual / Group (*) Total notes 3,4,5,6: 56%

Timing of the 4 activities of the continuous assessment (notes 3, 4, 5 and 6)

Activity Name	Reference Units	Description	M/V (1)	Date of activity (class time)
Activity 1	1, 2	Research Design	M	October 4
Activity 2	2, 3, 4	Preparation of a questionnaire and univariate analyses.	M	October 25
Activity 3	5, 6	Bivariate and hypothesis contrast analyses. Multivariate analysis. Dependency Methods: AID segmentation.	M	November 29
Activity 4	7	Multivariate analysis. Methods of interdependence: AFC and ACP	M	December 20

(1) Mandatory / Voluntary

Clarifications of the continued assessment of the subject:

- It is mandatory to carry out and deliver 3 of the 4 activities (notes 3, 4, 5 and 6). If applicable, the undelivered activity rating will be a "0" and the activity cannot be recovered.
- The activities will be carried out and delivered at the time of the corresponding class (dates are indicated in the previous evaluation table), in person.
- Activity dates may be changed one day before or after depending on the course of the classes.
- The delivery of the activities may be supplemented and/or substituted with written proof of each during class hours.
- There are no extensions to the deadlines established to deliver the activities proposed by the teacher.
- There will be no recoveries, no jobs, and no additional exams to retrieve the suspenses of a particular test.
- The two written tests (exam 1 and 2) are required, and the minimum average score required between the two tests is a 3 out of 10.
- Written test dates will not be deferred for any reason. Each written test has a day and time already set in the chart above.
- In order to pass the subject, it is essential that the average score of the written tests be equal to or greater than 3

- and that the final score (note resulting from the weighted average of the 7 notes) be equal to or greater than five.
- A student who only achieves a score of 2 or less out of the first 6 notes of the assessment will have the grade of NOT SUBMITTED as the final note of this subject.
 - Active participation in class refers to the performance of the test (before the classes), the resolution of exercises in class and the questions raised in the course, therefore attending the class is important.
 - According to art. 3.1 of the UdL's assessment regulations, the student may not use, in any case, during the conduct of the evaluation tests, disallowed means or fraudulent mechanisms. A student who uses any fraudulent means related to the test and/or brings in disallowed electronic devices will have to leave the test or the test, and will be subject to the consequences provided for in these regulations or in any other internal regulations of the UdL. Applicable penalties include, but are not limited to, and depending on the severity of the offense, the loss of the right to be assessed on the subject, the loss of tuition for a semester or course, or the expulsion up to three years.

Alternative assessment

For this subject, in the alternative assessment, the requirements are the same as in the continuous assessment, that is, the performance of the 4 activities and the 2 examinations, which must be carried out in person to the class.

According to the evaluation regulations for UdL degrees and masters, approved for the UdL Governing Council, in reference to the alternative evaluation: "other evaluation activities beyond a global test may be included; the possibility of mandatory attendance at some activities (practices, visits, seminars) is maintained."

Bibliography

BASIC LITERATURE

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