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UNIVERSITAT POLITÈCNICA  
DE CATALUNYA  
BARCELONATECH

# **UNIVERSITY MASTER'S PROGRAM IN MARKETING MANAGEMENT**

## **MARKET RESEARCH, INFORMATION MANAGEMENT AND DECISION MAKING. TEACHING GUIDE**

**2022-2023**

## GENERAL DETAILS

|                                    |   |
|------------------------------------|---|
| <b>Name:</b>                       | Market Research, Information Management and Decision Making |
| <b>Code:</b>                       | 801521  |
| <b>Academic Year:</b>              | 2022-2023   |
| <b>Degree:</b>                     | University Master's Program in Marketing Management         |
| <b>Number of credits (ECTS):</b>   | 5   |
| <b>Requirements:</b>               | No previous requirements                                    |
| <b>Location in the curriculum:</b> | 2022-2023   First quarter                                   |
| <b>Date of latest revision:</b>    | January 2023  |
| <b>Lecturers in charge:</b>        | Ph.D. Rosa Llamas Alonso<br>Prof. Ramón Montanera Mateu     |

### 1. GENERAL DESCRIPTION

In the world of marketing, managers are constantly making strategic and operational decisions that affect the different dimensions of the marketing strategy (target, positioning, product, price, channel, brand or communication). Hence, it is crucial to the decision-making process to know how to proceed regarding the collection of interesting, reliable, and relevant information, as well as how to analyse the data, so marketing managers can make solid decisions based on the information collected. In other words, market research is an essential tool in marketing, since it allows us to explore questions, validate hypotheses and prioritise alternatives.

This course focuses on how to conduct a marketing research, with the aim of obtaining quality information that can be used as a basis for decision making in the field of marketing. We will provide an overview of the process, and explain the types of research, and techniques, as well as the design of a research project using different types of information. The course combines theoretical aspects with the practical application of the different methodologies presented.

First, we will introduce quantitative techniques, used to identify profiles and groups of individuals, as well as tools to present the research findings in a graphic way. Second, we will also introduce qualitative techniques which allow the researcher to gain knowledge about consumers (opinions, feelings, behaviours, etc.). Additionally, we will address the main trends in the market research field.

### 2. OBJECTIVES

- Understand the importance for a company and its marketing department of conducting market research
- Develop a marketing research system that adapts to the needs of the company, combining different types of information sources.

- Set research objectives and know how to apply the data collection techniques according to the problem to be solved.
- Establish the connection between the marketing decisions and the market research.
- Identify the key information sources in decision making involving product, positioning, packaging, price, distribution or communication.
- Know how to choose the right market research methodologies, techniques and tools, being aware of the limitations of each one.
- Learn how to write a research briefing for your external collaborators and establish a realistic research plan.
- Develop a research project using both quantitative and qualitative techniques.
- Analyse and interpret the data collected and write a report based on the research findings as a base for decision making.

### 3. CONTENTS

UNIT 1. Introduction to the information systems and to market research

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UNIT 2. Sources of information

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UNIT 3. Qualitative research

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UNIT 4. Quantitative research

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UNIT 5. Trends in market research

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## UNIT 1. INTRODUCTION TO THE INFORMATION SYSTEMS AND TO MARKET RESEARCH

### Learning outcome

After studying the unit and solving the exercises, students will be able to:

- Reflect on the importance of information in decision making.
- Expose the bases of commercial research and the needs of marketing.
- Briefing as the instrument to request information.
- The problem of marketing and the problem of research.
- Have a panoramic view of research institutes as partners.

### Content

1. Introduction to information systems:

- Companies and their context. Introduction to information systems.
  - Strategic and operational needs of the marketing department: the role of analytics.
  - Market research applications.
2. Introduction to market research:
- Introduction to the concept of market research.
  - The problem of marketing and the problem of research.
  - The search for internal vs external information: mechanics and challenges.
  - Basic elements in the design of research: selection of objectives, universe and study object, sampling, field work, result analysis and interpretation.
  - The research institutes as partners.

## UNIT 2. SOURCES OF INFORMATION

### Learning outcome

After studying the unit and solving the exercises, students will be able to:

- Describe each one of the source typologies and select the one best suited to satisfy its research needs.
- Learn to maximise the desk research information and databases.
- Differentiate the research needs to determine whether the available sources are sufficient, or they need an *ad hoc* study.

### Content

1. Information sources (internal vs external, primary vs secondary).
2. General exposition of database typologies according to their variability (static vs dynamic) and organisation (hierarchical, networked data, relational bases, object-oriented, multidimensional and transactional).
3. First-, Second- and Third-Party Data: their relative importance.
4. How to generate one's own research.
5. The *ad hoc* studies.

## UNIT 3. QUALITATIVE RESEARCH

### Learning outcome

After studying the unit and solving the exercises, students will be able to:

- Understand qualitative methodologies in depth.
- Learn how to use qualitative research techniques

## Content

1. Qualitative research techniques: concept and uses.
2. Qualitative research techniques:
  - Focus groups.
  - In-depth interviews.
  - Projective techniques.
  - Ethnography.
  - *Netnography*.
  - Creativity techniques.
  - Other techniques
3. Analysis of qualitative data.

## UNIT 4. QUANTITATIVE RESEARCH

### Learning outcome

After studying the unit and solving the exercises, students will be able to:

- Understand quantitative methodologies in depth.
- Learn to use each one of the techniques according to the research objectives.
- Assess and analyse the findings when using the different techniques.

### Content

1. Descriptive research:
  - Descriptive research techniques (surveys, quantitative observation).
2. Surveys:
  - Objectives.
  - Sampling (population, sample, selection and size, sampling methods).
  - The questionnaire (elaboration process, structure and type of questions, measuring and scales, tests, recommendations).
  - Surveying methods (by telephone, personal, postal, online, permanent panels and omnibus surveys).
  - Managing field work.
  - The treatment of errors and no answers.
3. Quantitative observation:
  - Quantitative observation (description, typologies).
4. Statistical procedures for data analysis: factorial methods, analysis of correspondences, multidimensional scaling, classification and segmentation.

## UNIT 5. TRENDS IN MARKET RESEARCH

### Learning outcome

After studying the unit and working on the proposed activities, students will be able to:

- Become knowledgeable about the trends in marketing research.
- Understand when and how to use new research techniques

### Content

1. Neuromarketing.
2. Eye-tracking.
3. Big Data.
4. Cool Hunting.
5. Google Trends.

## 4. TEACHING AND LEARNING METHODOLOGY

Euncet Business School-UPC's learning process brings together a combination of methodologies which, in a practical and innovative way, allow students to acquire skills specific to the professional exit profile that is expected in a master's degree and the digital context:

### LEARNING BY PROJECTS

Working in groups to develop and present tasks and projects, by responding to different situations or challenges posed during classes.

### CASE STUDIES

Solving hypothetical business issues to experiment with using a practical application of the theoretical content of the different subjects.

### INTERACTIVE CLASSES

The teaching sessions will take place based on continuous interaction between the students and the lecturers, who will teach with the objective of comparing the relevant concepts through the means of analysis and open debate, with the help of real-world case studies and simulations.

### ONLINE TUTORIALS

Personalised online sessions will be programmed to solve doubts and lend support to the different assignments and exercises posed during the course.

## 5. ASSESSMENT

According to the Bologna Process, the evaluation model rewards the student's constant and continued effort. 60 % of the final mark is obtained through continuous assessment from the assignments submitted along the semester, and the remaining 40 % corresponds to the final exam, which is held in a single sitting.

The course' final mark (FM) will be calculated according to the following formula:

- $FM = \text{Final Exam Mark} * 40 \% + \text{Continuous Assessment Mark} * 60 \%$
- The minimum mark of the final exam for the calculation of the FM will be 40 points over 100.
- The subject will be successfully passed with a FM equal to or higher than 50 points over 100.

The criteria to be followed for the continuous assessment are the following:

### Case studies

There will be an assignment of 4 case studies that make up the different parts of a market research project. The cases must be carried out in teams.

### Class participation

Class participation provides an excellent opportunity not only to build arguments to defend one's own opinions, but also to learn from the comments and queries of the classmates. This course has a practical approach, so it is important to the share questions that may arise and ask for further clarification of different issues in class so that the lecturer may provide answers and explain further when needed.

### Final exam

There will be a final exam to assess the contents of the course that have been discussed during the sessions. The final exam will be a written individual exam, and it will amount to 40 % of the subject matter's final mark.

| Activity type      | Description   | % Evaluation |            |
|--------------------|---|--------------|------------|
| <b>Tasks:</b>      |   |              | <b>51%</b> |
|                    | Case study 1. Briefing  | 17,65%       |            |
|                    | Case study 2. Qualitative techniques                            | 17,65%       |            |
|                    | Case study 3. Quantitative techniques                           | 17,65%       |            |
|                    | Final project. Findings and conclusions of the research project | 47,05%       |            |
| <b>Tests:</b>      |   |              | <b>9%</b>  |
|                    | Test  | 100%         |            |
| <b>Final exam:</b> |   |              | <b>40%</b> |
|                    | Final exam  | 100%         |            |

## 6. BIBLIOGRAPHY

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