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UNIVERSITAT POLITÈCNICA  
DE CATALUNYA  
BARCELONATECH

# **TEACHING GUIDE MARKET RESEARCH, INFORMATION MANAGEMENT AND DECISION MAKING 2023-24**

## GENERAL DETAILS

<b>Name:</b>	Market Research, Information Management and Decision Making
<b>Code:</b>	801521
<b>Academic Year:</b>	2023-2024
<b>Degree:</b>	University Master's Program in Marketing Management
<b>Number of credits (ECTS):</b>	5
<b>Location in the curriculum:</b>	First Quarter
<b>Department:</b>	Marketing and commercial management
<b>Head of department:</b>	PhD Rosa Llamas
<b>Date of latest revision:</b>	June 2023
<b>Lecturers in charge:</b>	Prof. Ramon Montanera Mateu PhD Rosa Llamas

## 1. GENERAL DESCRIPTION

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Marketing managers are constantly making strategic and operational decisions on targeting, positioning, product, price, distribution, branding or communication. Hence, it is crucial to collect useful, relevant, reliable, and up-to-date data, as well as to analyse these data, in order to make decisions based on the finding of the research conducted. In other words, market research is an essential tool in marketing, to explore questions, validate hypotheses and prioritise alternatives.

This course will focus on how to conduct market research with the aim of obtaining quality information that can be used as a basis for decision making in the field of marketing. It will address the market research process, the array of methodologies, as well as the design of a research using different types of information, combining theoretical aspects with the practical application of the methodologies suggested.

Specifically, there will be an introduction to the statistical techniques of multivariate analysis that will allow us to identify profiles and groups of individuals, as well as tools to facilitate the visualisation of information from a great number of variables. In addition, we will look at qualitative techniques in order to gain different insights and understanding their uses and applications. Bearing in mind the dynamic character of the business environment, we consider it important to carry out an analysis of the main trends in market research. During this course, we will highlight the importance of adopting an ethical behaviour when conducting market research.

## 2. OBJECTIVES

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- Understand the importance for a company and its marketing department of the procedure to collect data for a market research project.

- Develop a marketing research procedure customised to the needs and goals of the company, combining different types of data.
- Set research objectives and know how to apply the data collection instruments and techniques that are optimal to achieve the research objectives.
- Establish relevant relationships between marketing decisions and market research.
- Identify the key information sources in decision making involving product, positioning, packaging, price, distribution, or communication.
- Know how to choose market research methodologies, techniques, and tools, being aware of the applications and limitations of every technique.
- Define a briefing for external collaborators and the timing for the research.
- Develop a research project using both quantitative and qualitative techniques.
- Analyse the data collected and write a report of finding as a base for decision making.

### 3. CONTENTS

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

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UNIT 2. Information sources

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UNIT 3. Qualitative research

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UNIT 4. Quantitative research

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UNIT 5. Latest 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.
- Identify the marketing problem and the research objectives.
- 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 marketing problem and the research objectives.
  - 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, data analysis and interpretation.
  - Research institutes as partners.

## UNIT 2. INFORMATION SOURCES

### Learning outcome

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

- Describe every source of information and select the one best suited to achieve the research objectives.
- Learn to maximise the desk research information and databases.
- Identify the information needed to determine whether the available sources of information are sufficient, or an *ad hoc* study is needed.

### 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:

- Get to know qualitative methodologies in depth.
- Learn to know when and how to use every qualitative technique.

### Content

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

## UNIT 4. QUANTITATIVE RESEARCH

### Learning outcome

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

- Get to know quantitative methodologies in depth.
- Learn to use each one of the tools according to the need to be covered.
- Assess and analyse the results obtained from each tool.

### 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.
  - 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. LATEST TRENDS IN MARKET RESEARCH

### Learning outcome

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

- Know the latest trends in marketing research.
- Understand the contribution of these techniques and how to incorporate them into current research mix.

### Content

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

## 4. TEACHING AND LEARNING METHODOLOGY

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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

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

The subject's 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 are 4 practical cases that make up the different parts of a market research project. Case studies will be carried out in groups.
- The practical cases consist of: Case 1. Briefing + methodological proposal (17,65%); Case 2. Design of qualitative techniques (17,65%); Case 3. Design of quantitative techniques (17,65%); Case 4. Research findings (47,05%). In total, the 4 practical cases will amount to 51% of this course's final mark.
- There is also a multiple-choice test as part of the continuous assessment. It is an individual test that will take place during the semester (9%).

### 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 one's colleagues. This is a course of an eminent practical application, so it is important that queries are voiced in class about the different development phases of market research so that the lecturers may answer all the questions.

### Final exam

There will be a final exam to assess the contents of the course that have been addressed in the lectures. The final exam will be written and individual. It will amount to 40 % of the course's final mark.

The following table summarizes the evaluation system of this course:

Activity type	Description	% Evaluation	
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<b>Tasks:</b>			<b>31%</b>
	Case study 1. Briefing + methodology	18%	
	Case study 2. Qualitative techniques	18%	
	Case study 3. Quantitative techniques	18%	
	Final project. Findings and conclusions of the research project	46%	
<b>Test:</b>			<b>29%</b>
	Test parcial 1	15%	
	Test parcial 2	85%	
<b>Final exam</b>			<b>40%</b>
	Final exam	100%	

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