



## IDENTIFYING DATA

### Market Research

Subject	Market Research			
Code	V06G270V01802			
Study programme	(*)Grao en Comercio			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	2nd
Teaching language				
Department				
Coordinator	Cabanelas Lorenzo, Pablo			
Lecturers	Cabanelas Lorenzo, Pablo			
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General description	Optative subject included in the last course of the degree. Its main goal is to help the student to understand why the decision-taking process (particularly those included in the commercial management) need additional information provided by market researches. Additionally to the why, how to execute this type of investigation will be analyzed: methods, sources, technicians of collected of information, systems of analysis and interpretation of data. The final aim is offering the student the knowledg and skills to perform an activity of this nature.			

## Competencies

Code	
B1	
B2	
B3	
B4	
B5	
B6	
C1	(*)CE1. Coñecer e comprender os conceptos fundamentais e a evolución da economía e da actividade empresarial desde unha tripla perspectiva: crecemento económico, cambio estrutural e internacionalización.
C4	(*)CE4. Coñecer os obxectivos, funcións e técnicas instrumentais dos diferentes subsistemas das organizacións, así como as relacións existentes entre eles desde unha perspectiva de enfoque de sistemas.
C6	(*)CE6. Saber localizar, seleccionar e analizar a información e coñecer as variables que interveñen no comercio interior e internacional, co fin de orientar o deseño e implantación da estratexia e a xestión operativa do comercio.
C7	(*)CE7. Coñecer e comprender a interrelación entre o marketing estratéxico e a dirección estratéxica desde unha perspectiva de orientación ó mercado, así como a relación entre as organizacións e o seu entorno co fin de deseñar, a partires dos conceptos e ferramentas do marketing, obxetivos e estratexias que se desenvolverán no plan integral de marketing.
C11	(*)CE11 Comprender o concepto de calidade, as súas implicacións no desenvolvemento das tarefas e funcións e a súa influencia na reputación comercial, así como saber avaliar e implantar sistemas de xestión e normas de calidade.
C15	(*)CE15. Coñecer e aplicar métodos cuantitativos de investigación operativa para a toma de decisións no ámbito do comercio, así como o deseño e análise de enquisas mediante mostraxe probabilística para a realización de estudos de mercado.
C25	(*)CE25. Saber elixir e aplicar técnicas de investigación social para a análise da realidade co fin de orientar a estratexia comercial dla organización, así como saber avaliar as políticas comerciais.
C26	(*)CE26. Saber empregar as habilidades persoais, actitudes e coñecementos adquiridos no contexto académico mediante a simulación de situacións reais dla práctica profesional e a través do contacto coa realidade empresarial que proporcionan as prácticas de empresa.
D1	(*)CT1. Habilidades de comunicación oral E escrita, tanto nas linguas oficiais da súa Comunidade como na lingua estranxeira elixida (inglés, francés ou alemán).
D2	(*)CT2. Habilidades de comunicación a través de internet e manexo das ferramentas multimedia.
D3	(*)CT3. Capacidade de aprendizaxe, traballo autónomo e planificación e organización do traballo.
D4	(*)CT4. Capacidade de análise e síntese, e pensamento crítico.

- D5 (\*)CT5. Capacidade para aplicar os coñecementos teóricos e prácticos adquiridos no contexto académico. En especial, para aplicar coñecementos e razoamentos multidisciplinares.
- D6 (\*)CT6. Capacidade para tomar decisións e resolver problemas.
- D7 (\*)CT7. Capacidade de escoita activa, comunicación non verbal, persuasión, negociación e presentación.
- D8 (\*)CT8. Capacidade para liderar e traballar en equipo.
- D9 (\*)CT9. Tolerancia. Capacidade para apreciar diferentes puntos de vista.
- D10 (\*)CT10. Comprensión de sistemas sociais, organizativos e técnicos.
- D11 (\*)CT11. Capacidade de adaptación a novas situacións.
- D12 (\*)CT12. Creatividade.
- D13 (\*)CT13. Capacidade para asumir responsabilidades e involucrarse no traballo.
- D14 (\*)CT14. Firmeza, resolución, persistencia e capacidade para traballar baixo presión.
- D15 (\*)CT15. Compromiso ético no traballo.
- D16 (\*)CT16. Iniciativa.
- D17 (\*)CT17. Atención ao detalle, precisión, motivación pola mellora continua.
- D18 (\*)CT18. Capacidade reflexiva sobre o propio traballo.

### Learning outcomes

Expected results from this subject	Training and Learning Results	
Development of working-group skills, communication and defense of proposals elaborated in a market research project	B2	D1
	B3	D2
	B4	D3
	B5	D4
	B6	D5
		D6
		D7
		D8
		D9
		D10
		D11
		D12
		D13
		D14
		D15
		D16
		D17
		D18
Understanding and know how to use the concepts of market research	B1	C1
		C7
		C11
		C15
		C25
To solve complex problems commercial and marketing managers can face	B1	C4
	B2	C6
	B6	C7
		C11
		C15
		C25
		C26

### Contents

Topic	
1. The market research role	Concept. Applications. Limitations. Ethical considerations. Types of research. Steps. Sources of information.
2. Exploratory research. Qualitative techniques	Characteristics. Discussion groups. In depth interview. Technical projectives. Observation.

3. Causal and descriptive research. Quantitative techniques	Characteristics. Experimentation. Ad hoc surveys. Periodic surveys.
4. Quantitative investigation	Measurement and properties of the scales. Types of scales: creation and evaluation Design of the questionnaire Sampling: basic concepts Types of analysis of data
5. Preparation of the report	Importance of the report. Structure of the report. Presentation.
6. International markets research	Differentials of the international markets research Methodology and sources of information
7. Social networks and market research	Introduction: the most popular social networks The social networks as source of information Results analysis in social networks: tools

### Planning

	Class hours	Hours outside the classroom	Total hours
Laboratory practises	17	34	51
Master Session	25	0	25
Practical tests, real task execution and / or simulated.	1	15	16
Short answer tests	2	25	27

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

### Methodologies

	Description
Laboratory practises	The practical sessions will generally take place in seminars, occasionally in classrooms of computing. Each session has different aims related to the application of knowledges to different situations, and of acquisition of skills related with the topic of study.
Master Session	Professor's master session. It is recommended to students a prior reading of the material delivered by the professor. It will help the students to follow the explanations, and will let them to actively participate and discuss the questions posed by the professor. The material delivered must be complemented with additional annotations derived of the explanation or of the included bibliography in the sources of information.

### Personalized attention

Methodologies	Description
Master Session	Attention to doubts can arise during the sessions or that arose in previous tasks.

### Assessment

	Description	Qualification	Training and Learning Results
Laboratory practises	Assistance, attitude and performance during the practises, reflected especially by means of the delivered exercises.	30	D1 D2 D3 D4 D5 D6 D7 D8 D9 D10 D11 D12 D13 D14 D15 D16 D17 D18

Practical tests, real task execution and / or simulated.	Partial proof to develop in a master session class, in the middle of the course	35	C1 C4 C6 C7 C11 C15 C25 C26
Short answer tests	Written and individual proof to realise once finalised the teaching. It includes open and short questions on the concepts studied.	35	B1 C1 B2 C4 B3 C6 B4 C7 B5 C11 B6 C15 C25 C26

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### Other comments on the Evaluation

To surpass the matter the student will have to achieve a minimum punctuation of 5 points. The punctuation obtained by the Participation and the realisation and delivery of all the tasks established by the professor keeps in the announcement of June and July of the academic course in force but will not save for successive courses.

Any student that during the course participate in 20% of the proofs of evaluation of the program will not be able to in Any case obtain the qualification of no presented.

The students that can not follow the continuous evaluation will be examined by means of a proof written that will represent At most 60% of the final qualification, and no necessarily will coincide with the one of the rest of the students.

If the evolution of the course make not possible to attend a practical test in the middle of the course, the punctuation included in this section will be evaluated in the final exam.

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### Sources of information

#### Basic Bibliography

#### Complementary Bibliography

Malhotra, N.K., **Investigación de mercados**, 5ª, 2008,

Hair, J.R.; Anderson, R.E.; Tatham, R.L.; Black, W.C., **Análisis multivariante**, 5ª, 2007,

Trespalacios Gutiérrez, J.; Vázquez Casielles, R.; Bello Acebrón, L., **Investigación de mercados. Métodos de recogida y análisis de la información para la toma de decisiones en marketing**, 3ª, 2005,

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### Recommendations

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#### Subjects that it is recommended to have taken before

Operational research in the trading company/V06G270V01707

Social research techniques/V06G270V01708