



## IDENTIFYING DATA

### Market Research

Subject	Market Research			
Code	V06G270V01802			
Study programme	Grado en Comercio			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Cabanelas Lorenzo, Pablo			
Lecturers	Cabanelas Lorenzo, Pablo			
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Web	<a href="http://faitic.uvigo.es">http://faitic.uvigo.es</a>			
General description	<p>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.</p> <p>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.</p> <p>English Friendly subject: International students may request from the teachers: a) resources and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.</p>			

## Training and Learning Results

Code	
B1	CG1. To acquire knowledge of management, instrumental techniques and the most advanced, innovative elements in the study of commercial activity with the purpose of using them in commerce.
B2	CG2. To apply the knowledge acquired in professional practice in the future, developing the conceptual and operative abilities of future business managers in the context of a dynamic global economy undergoing a continuous process of change and innovation.
B6	CG6. To be familiar with different economic, legal, social and cultural situations and to acquire a global, multicultural perspective with the aim of guiding the strategies and operations targeting both national and international markets.
C1	CE1. To be familiar with the fundamental concepts and the development of the economy and business activity from a triple perspective: economic development, structural change and internationalization.
C4	CE4. To know the aims, functions and instrumental techniques of organizations and their different subsystems, as well as the relationships existing between them from the perspective of a systems approach.
C6	CE6. To be able to find, select and analyze information, documentation and other instruments of economic, juridical and social character concerning domestic and international commerce, with the aim of guiding the design and implementation of the strategy and the operative management of commerce.
C7	CE7. To be familiar with the interrelation between strategic marketing and strategic management from the perspective of a market-oriented perspective, as well as the relationships between organizations and their milieus with the aim of designing, with the help of marketing concepts and tools, goals and strategies that will be deployed in a comprehensive marketing plan.
C11	CE11. To understand the concept of quality, its implications in the implementation of tasks and functions and its influence in commercial reputation, as well as being able to assess and set up management systems and quality standards.
C15	CE15. To know and apply the quantitative methods of operations research for decision making in the area of commerce, as well as the design and analysis of surveys through probabilistic sampling for carrying out market research.
C25	CE25. To be able to choose and apply techniques of social research for the study of society with the aim of guiding the commercial strategies of organizations, as well as being able to assess commercial policies.
C26	CE26. To be able to use the personal skills, attitudes and knowledge acquired in the academic context through simulation of real situations of professional practice and through contact with the business world by means of the experience acquired with internships.

- D1 CT1. Oral and written communication skills both in the official languages of the respective Autonomous Communities and in the chosen foreign language (English, French or German).
- D2 CT2. Internet communication skills and use of multimedia tools.
- D3 CT3. Ability to learn and work independently, and work planning and organization skills.
- D4 CT4. Analysis, synthesis and critical-thinking skills.
- D8 CT8. Leadership and teamwork skills.
- D11 CT11. Ability to adapt to new situations.
- D12 CT12. Creativity.
- D13 CT13. Ability to take on responsibilities and get fully involved at work.
- D15 CT15. Commitment to professional ethics.
- D16 CT16. Entrepreneurship.
- D17 CT17. Attention to detail, precision, striving for continuous improvement.

### Expected results from this subject

Expected results from this subject	Training and Learning Results		
Understanding and know how to use the concepts of market research	B1	C1 C7 C11 C15 C25	D1 D3 D4 D17
To solve complex problems commercial and marketing managers can face	B1 B2 B6	C4 C6 C7 C11 C15 C25 C26	D1 D2 D3 D4 D8 D11 D12 D13 D15 D16 D17

### 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. Digital Marketing: 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 practical	17	34	51

Lecturing	25	31	56
Laboratory practice	1	15	16
Problem and/or exercise solving	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 practical	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.
Lecturing	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 assistance

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

### Assessment

	Description	Qualification	Training and Learning Results			
Laboratory practical	Assistance, attitude and performance during the practices, reflected especially by means of the delivered exercises.	30	B2	C7	D1	D2
				C15	D3	D4
				C25	D8	D11
				C26	D12	D13
					D15	D16
					D17	
Laboratory practice	Partial proof to develop in a master session class, in the middle of the course	35	B1	C1		
			B2	C4		
			B6	C6		
				C7		
				C11		
				C15		
				C25		
				C26		
Problem and/or exercise solving	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		
			B6	C6		
				C7		
				C11		
				C15		
				C25		
				C26		

### Other comments on the Evaluation

Once the period of one month from the beginning of the semester has passed, students will have a period of 10 business days to express, formally and by a writing, their intention to use the global evaluation system in the ordinary call for that semester, renouncing thus to continuous evaluation. To do this, students must send an email to the professor in-charge for the subject, with a copy to the degree coordinator (fc.organizacion@uvigo.es). If this intention is not expressed, it is understood that the student follows the continuous evaluation, renouncing the global evaluation in the ordinary call for said semester.

In the continuous evaluation modality, the final grade will be the result of the partial test scores (70% of the final grade) and the performance of the tasks performed during the course (30% of the final grade). In case the development of the course does not allow a partial test, this test will be included in the final exam of the subject. To pass the subject, the students must obtain a minimum score of 5 points. The score obtained by the participation and the realization and delivery of the tasks

established by the teacher remains in the June and July session of the current academic year but will not be maintained for successive courses. Any student who during the course participates in 20% of the evaluation tests of the program will not be able to obtain in any case the qualification of not presented.

Students who can not attend the continuous evaluation will be examined through a written test on the official date established in the exam calendar. The final grade will be the one with the one of the exam and will be valued at 10 points, considering that the approved grade is equal to or greater than 5. Students may have to provide a series of activities depending on the contingencies.

The subject will encourage the participation of students in the academic activities organized by the school or the university, which may be subject to an additional bonus to the activities of the course, with up to 0.3 points, provided that the participation.

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### **Sources of information**

#### **Basic Bibliography**

#### **Complementary Bibliography**

Malhotra, N.K., **Investigación de mercados. Conceptos esenciales**, 1ª, Pearson, 2016

Trespalacios Gutiérrez, J.A. [et al.], **Investigación de mercados: el valor de los estudios de mercado en la era del marketing digital**, 1ª, Paraninfo, 2016

Alonso Dos Santos, M., **Investigación de mercados: manual universitario**, 1ª, Díaz de Santos, 2018

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, Thomson, 2005

Abel Monfort de Bedoya; María Jesús Merino Sanz; Silvia Villaverde Hernando, **Investigación de Mercados en Entornos Digitales y Convencionales**, 1ª, ESIC, 2020

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### **Recommendations**

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

Operational research in the trading company/V06G270V01707

Social research techniques/V06G270V01708