

COURSE SYLLABUS

Academic year 2012-2013

1. COURSE DESCRIPTION

Degree:	Administración y Dirección de Empresas (English teaching)
Double Degree:	
Course:	MARKET RESEARCH TECHNIQUES (Técnicas de Investigación Comercial - English teaching)
Module:	Marketing Research and Management
Department:	Business Organization and Marketing
Academic Year:	2012-2013
Term:	First term
Total Credits:	6
Year:	4th
Type of Course:	Elective
Course Language:	English

Teaching model:	C1	
a. General/background:		50%
b. Theory-into-practice/developmental knowledge-building		50%
c. Guided Academic Activities:		

COURSE SYLLABUS

Academic year 2012-2013

2. TEACHING TEAM INFORMATION

2.1. Course coordinator: M^a ÁNGELES RAMÓN JERÓNIMO

2.2. Teachers	
Name:	M^a ÁNGELES RAMÓN JERÓNIMO
Faculty:	Business Administration
Department:	Business Organization and Marketing
Academic Area:	Marketing
Category:	Profesor Contratado Doctor
Office hours:	To be announced
Office No.:	7.4.10
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COURSE SYLLABUS

Academic year 2012-2013

3. ACADEMIC CONTEXT

3.1. Course Description and Objectives

- Define marketing research and distinguish between problem identification and problems solving research
- Describe a framework for conducting marketing research as well as the six steps of the marketing research process
- Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs
- Gain an understanding of the ethical aspects of marketing research and the responsibilities each of the marketing research stakeholders have to themselves, each other, and the research project
- Foster an interest in researching and managing information needed for effective marketing decision-making.
- Build effective communication skills both when presenting/expressing ideas in groups / individually, and when understanding the ideas expressed by others.

3.2. Contribution to the Training Plan

The course tries to illustrate in a pervasive manner the application of concepts and techniques by marketing researches and implementation of findings by managers to improve marketing practices. The idea is to provide students a specific training about the role marketing research plays in providing decision makers with timely and objective information to help them make informed decisions in many areas. In addition, an introduction to the qualitative and quantitative more useful techniques in marketing research is shown.

3.3. Recommendations or Prerequisites

We recommend an active attitude and implication to students enrolled in this course, participating actively during classes. It is required that students have a working command of the English language as the material and teaching in this course is entirely in English.

COURSE SYLLABUS

Academic year 2012-2013

4. SKILLS

4.1 Degree Skills Developed during this Course

- Capacity for analysis and synthesis
- Capacity for management and planning
- Oral and written English communication
- Identify different sources of information
- Capacity for solving problems and making decisions
- Teamwork, collaborative skills
- Critical thinking skills
- Ethical behaviour
- Working well under pressure
- Creativity
- Leadership
- Social and environmental sensibility
- Social responsibility, gender equity, universal accessibility for handicapped people criteria as drivers to act and the appropriated values for a culture of peace and democracy.
- Carry out diagnostics of situations and problems
- Mix commercial variables and marketing research to reach desired goals
- Carry out basic functions enfolded in the management process: planning, leadership, organization and control.
- Understanding and applying marketing management, corporate social responsibility, business ethics.

4.2. Module Skills Developed during this Course

- Grasp and apply marketing research concepts

4.3. Course-specific Skills

- Be aware of the consequences of marketing research on decisions
- Grasp the market
- Be aware of the important role of data, information and knowledge on the decision making.

COURSE SYLLABUS

Academic year 2012-2013

5. COURSE CONTENT (COURSE TOPICS)

PART I: INTRODUCTION AND EARLY PHASES OF MARKETING RESEARCH

Unit 1 Introduction to Marketing Research

- 1.1. Definition of Marketing Research
- 1.2. A Classification of Marketing Research
- 1.3. The Marketing Research Process

Unit 2 Defining the Marketing Research Problem and developing an approach

- 2.1. Importance of defining the problem
- 2.2. The Process of Defining the Problem and Developing an Approach
- 2.3. Environmental context of the problem
- 2.4. Management Decision problem and Marketing decision problem
- 2.5. Defining the Marketing Research Problem
- 2.6. Components of the Approach

PART II: RESEARCH DESIGN FORMULATION

Unit 3 Research Design

- 3.1. An overview
- 3.2. Research Design: classification
- 3.3. Potential sources of error
- 3.4. Exploratory research design: secondary
- 3.5. Exploratory research design: qualitative
- 3.6. Descriptive research design: survey and observation
- 3.7. Casual research design: experimentation

Unit 4. Measurements

- 4.1. Fundamentals and comparative scaling
- 4.2. Non-comparative scaling techniques
- 4.3. Questionnaire and form design

Unit 5 Sampling

- 5.1. Design and procedures



COURSE SYLLABUS

Academic year 2012-2013

5.2. Final and initial sample size determination

PART III: DATA COLLECTION, PREPARATION, ANALYSIS AND REPORTING

Unit 6. Data collection, preparation, analysis and reporting

- 6.1. Data preparation
- 6.2. Univariate analysis
- 6.3. Multivariate analysis
- 6.4. Qualitative analysis
- 6.5. Report preparation and presentation



COURSE SYLLABUS

Academic year 2012-2013

6. METHODOLOGY AND RESOURCES

In order to reach course objectives and skills, the methodology of Market Research Techniques is based on Basic Learning and Practice and Development Learning. In presentational sessions the faculty will lead basic learning through theoretical currents covered in this course. Please note that we will not always have time cover every theme in-depth. Thus, the methodology we will adhere to is as follows: (1) presentation of theory-based topics, (2) knowledge-building grounded in course bibliography (general/specific) under the guidance of the Professor, and (3) discussion/debate and active student participation.

The aim of Practice and Development sessions is to improve the learning process through analyzing in depth course topics. It is necessary an autonomous learning . Students are expected to make good use of the following in order to successfully complete the course: explanations provided in class, course material available at the Campus Copy Center and on the course WebCT site, as well as required and recommended bibliography. In-class presentations on each topic need not be exhaustive; students will have the opportunity to delve into the recommended bibliography and carry out in-depth analysis of cases during specific class sessions.

COURSE SYLLABUS

Academic year 2012-2013

7. ASSESSMENT

Students officially enrolled in this course will sit a Written Exam for Basic Learning assessment- worth 50% of the final mark-. Written Exam will consist in 20 multiple choice questions and 2 praxis-based cases. A minimum mark of 5 (on a 10-point scale) must be achieved in order to pass this exam. To qualify for averaging of theory and praxis marks, a minimum score of 3.5/10 must be achieved on each part; the average of the two must be greater than or equal to 5/10 in order to pass. A score of 0/10 on either of the praxis case questions (due to leaving it blank or providing an unacceptable solution) will result in a FAIL mark on the Written Exam, and consequently, the course. Practice and Development Learning -worth 50% of the final mark- will be assessed by means of continuous evaluation: a series of individual assignments completed in the time allotted to autonomous learning and group work carried out during class time allotted. Attendance and active participation will be mandatory for the practice and development learning.

IMPORTANT, please note:

- For students officially enrolled in this course, continuous assessment obtained on Practice and Development Learning will be valid through final evaluation periods for the current academic year, but not for the following academic year.
- All students enrolled in the course must turn in a fully completed photo card to the professor within the first two weeks of class (including a valid email address and phone number).
- International exchange students (Socrates/Erasmus/PIMA) sit the same exams and are evaluated according to the same criteria as other students.

Mobility:

Those students enrolled in some of the official mobility programs (Sócrates-Erasmus, SICUE-Séneca, Atlánticos and so on) and following the subject out of their mobility contract could recuperate the percentage related to the continuous evaluation required through some additional test included in the final exam. Students in this situation must report a written document to the teaching team before the 30th of November. Any report after this deadline must be supported by the academic coordinator of the mobility contract.

PLEASE NOTE: In compliance with Title II, Chapter II, Articles 12.2 and 14.3 of the Normativa de Régimen Académico y de Evaluación del Alumnado (signed in Consejo de Gobierno de la Universidad Pablo de Olavide de Sevilla on July 18, 2006): “With regard to essays or other homework, plagiarism and/or the use of unoriginal material—including information obtained from online sources—without explicit and proper citing



COURSE SYLLABUS

Academic year 2012-2013

(and, where required, the express permission of the author), may warrant a grade of FAIL for the module, in addition to any other applicable academic sanctions warranted by academic misconduct on the part of students. [...] After consulting professors, students and any other university bodies deemed necessary, the Director of the Department responsible for the module in question will decide on the need for further measures including an official academic integrity hearing.”



COURSE SYLLABUS

Academic year 2012-2013

8. BIBLIOGRAPHY

GENERAL READING:

- Malhotra, N. K. (2010). Marketing Research: An Applied Orientation. 6th Edition. Prentice Hall
- Malhotra, N. K. (2012). Basic Marketing Research. 4th Edition. Prentice Hall
- Bursh and Bush. (2012) Basic Marketing Research with Excell. 3rd Edition. Prantice Hall.

SPECIFIC READING:

Class handouts and material available at the Campus Copy Center (Edif. 7 & Celestino Mutis) or on the course WebCT site. Additional recommended readings will be available during the teaching time.

GLOSSARY OF MARKETING TERMS:

Bennett, P.D. (2004). AMA Dictionary of Marketing Terms. 2nd Edition. American Marketing Association.

SPECIFIC READING:

Class handouts and material available at the Campus Copy Center (Edif. 7 & Celestino Mutis) or on the course WebCT site.

AMA Dictionary. http://www.marketingpower.com/_layouts/Dictionary.aspx