



PERSONA CIENCIA EMPRESA  
UNIVERSITAT RAMON LLULL

SCHOOL OF  
MANAGEMENT

## Master in International Marketing in a Digital Environment

### Advanced Market Research

<b>Credits:</b>	6 ECTS
<b>Lecturer:</b>	Ramon Viver
<b>Campus:</b>	IQS School of Management (Barcelona)

#### BRIEF DESCRIPTION AND JUSTIFICATION

This course focuses on the use of strategic market research for making better marketing decisions. Successful marketing encompasses a careful collection and systematic analysis of text and observational data to better understand customers and help identify future trends (qualitative research) and of data about competitors, customers, and internal processes to identify current and potential sources of competitive advantage (quantitative research). The course consists of 2 sections, first providing the foundations of qualitative and quantitative market research projects, then a description and application of typical types of strategic market research studies used for specific marketing decisions.

#### COMPETENCIES

**Anticipation to Change (CT1):** Students would have the ability to anticipate situations and discover new trends and business opportunities in the market.

**Well-informed decisions (CE1):** Students will be able to identify their informational needs in order to minimize organizational risks choosing the best research or technical sources.

#### Course content:

1. Data Collection Methods
  - a. Exploratory, Descriptive and Causal Research
  - b. Qualitative and Quantitative Research
  - c. Universe, Sample and Quotas: Sample vs Census
2. Briefing and Research Project
  - a. End users' needs and process to decide best way to answer the business needs
  - b. Research vs business goals
  - c. How to transmit and optimize briefings
3. Qualitative Research

- a. What is and Why/When is it needed? The power of context
  - b. Influence of habits, heuristics & environment, vs. Attitudes/ beliefs, functional/ emotional needs, social cultural norms
  - c. Sampling & recruitment in Qualitative Research
  - d. Ethical Guidelines in Qualitative Research
  - e. Qualitative Research Methods:
    - Face to face: Focus groups & in-depth interviews, Observation: Ethnographic, Collaborative: workshops (insight, activation, ideation), Online & Mobile
    - The future? Neuromarketing
    - Elaboration of discussion guide & observation check lists
    - Specific tools: Metaphorical, elicitation, association, projection, exploratory, creative etc.
    - Moderation and interviewing techniques and difference between moderation and facilitation
    - Face to face vs online
    - Interpretation and analysis
    - Importance of the interpretation of emotions, the meaning of symbols, cultural norms, language, the environment and cognitive errors when understanding underlying motivations.
    - Concepts from sociology, anthropology, cognitive psychology and behavioral economics.
    - Process Collaboration & integration with quantitative research.
4. Quantitative Research
- a. What is and Why/When is needed?
  - b. Sampling in Quantitative Research
  - c. Quantitative Research Methods: Adhoc: online, phone, face to face and mail, Omnibus, Panel data: Consumer, retailer, audience, Observation data
  - d. The Questionnaire – In quantitative research
  - e. Type of questions and Coding of open-ended questions
  - f. Fieldwork – In quantitative research
  - g. Scripting and data processing
  - h. Online panels
  - i. Fieldwork Briefing, follow up
  - j. Data file: cleaning, validation and consistencies check
  - k. Statistical Analysis
  - l. Uni, bi and multivariate statistics
  - m. Most used analysis
  - n. Error Margin and extrapolation of results

#### 5. MR to cover different business needs

- a. Brand & Comm (Brand Positioning, Ad Testing, Monitoring ad campaigns, neuromarketing)
- b. Innovation (Product and Concept testing, generation of insights, creativity and ideation)
- c. Retail & Shopper (Understanding Shoppers behavior, Path tracker, 3D virtual supermarket)
- d. Customer Experience Satisfaction
- e. Social & Political
- f. Digital (Social Media, Big Data, Connected Life)
- g. Global MR in international companies

#### Methodology

Education activities	ECTS	Competencies
Lectures presenting concepts and procedures	1,2	CT1, CE1
Practical sessions (exercises, cases)	1,2	CT1, CE1
Assignments by students	2,1	CT1, CE1
Personal study activities	0,9	CT1, CE1
Assessment sessions	0.6	CT1, CE1
<b>TOTAL</b>	<b>6,0</b>	

#### EXPLANATION OF TEACHING METHODOLOGY

The teaching methodology used in the course is based on the combination of various learning activities. The sessions of the course will combine theoretical sessions with practical parts.

As part of this course, students will work in teams of 4 to develop a market research for a specific product or unit of a company assigned by the professor. The project presentation will be split into five parts: Briefing, Project development, Analysis, report development and final debrief.

Students will prepare several practical exercises to be discussed in class to show they are acquiring the knowledge explained along the course.

## EVALUATION

Evaluation methods	Weight (%)	Competencies
Final exam	25	CT1, CE1
Midterm exams		
Monitoring class activities (cases, discussions, exercises)	15	CT1, CE1
Course works and presentations	25	CT1, CE1
Projects	25	CT1, CE1
Participation	10	
<b>Total weight</b>	<b>100%</b>	

## LEARNING OUTCOMES

As a result of the acquisition of the competences, the students will be able to:

1. Understand the general dynamics around market research as well as to have a clear idea on the purpose and main benefits of using market research in the business environment.
2. Gain first-hand experience designing a market research project and to choose appropriate analyses depending on their objectives.
3. Run a systematic analysis of the information with the main goal of detecting business opportunities to drive company growth as well as ensuring marketing decisions are properly supported.
4. Assess whether a given qualitative or quantitative market research project has been conducted properly.

## EVALUATION

The evaluation of the subject will comprise the qualifications obtained in the different exercises and projects that will be required along the course (25%), the follow-up activities



(15%), the participation (10%), the teamwork and presentations (25%) and the final exam (25%).

For the follow up activities assessment, it is essential the student's attendance to class to evaluate such activities as well as observing an active participation showing interest and motivation in the different contents proposed.

In relation to the projects, work and presentations, students will develop a teamwork to prepare and present both a market research project as well as a full analysis. Main outcomes will be presented orally.

Finally, the final exam will have the purpose to evaluate the acquisition of theoretical knowledge and above all its application to the company business.

### **EVALUATION OF COMPETENCIES**

The students will to prepare various projects were need to put themselves in the shoes of an institute that works for a client. They will have to show their anticipation to change (CT1) in all phases of the project; reception of briefing (asking for clarifications, questions), elaboration of the project, on time delivery, and presentation. In this last point we won't only focus on the evaluation of the correctness of the content but also on the way this is expressed (clarity, presentations skills, answers to questions).

### **BIBLIOGRAPHY**

Ariely, D. (2009). *Predictably Irrational*. New York, NY: Harper Collins

Hague, P.N., Hague, N., & Morgan, C-A. (2013). *Market research in practice: How to get greater insight from your market*. London, UK: Kogan.

Kahneman, D. (2011). *Thinking, fast and slow*. New York, NY: Farrar, Straus and Giroux

Lilien, G., Rangaswamy, & De Bruyn, A. (2007). *Principles of Marketing Engineering*. Victoria, BC: Trafford Publishing.

Malhotra, N. (2009). *Marketing Research, an Applied Orientation*. 6th edition. Upper Saddle River, NJ: Prentice Hall.

### **Website references**

A list of interesting websites to consult is provided during the course.