

**COURSE DATA****DATA SUBJECT****Code:** 35907**Name:** Market research**Cycle:** Undergraduate Studies**ECTS Credits:** 6**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Facultat d'Economia	3	Second quarter
1314 - Degree in International Business	Facultat d'Economia	4	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1314 - Degree in International Business	Market analysis and its agents	ELECTIVES
1314 - Degree in International Business	Market analysis and its agents	ELECTIVES

COORDINATION

CASANOVES BOIX JAVIER

SUMMARY

This course introduces the student into the marketing research process and its implications with the marketing decision making. In doing so, this course will cover the basic following topics: information and marketing, exploratory and descriptive research, qualitative and quantitative methods, information analysis and report preparation. Specifically, this course follows:

- To obtain a general perspective of the marketing research discipline, identifying its core and main interest areas, knowing its basic principles and methods, establishing connections among topics, and learning the marketing research jargon.
- To understand the role of marketing research in an organisation and in the society, explaining how marketing research interacts with all the functional areas within organisations.
- To develop individual and team working abilities, to improve communicational skill, and to learn to search and analyse different types of information resources.
- To analyse different marketing situations, understanding the problems an organisation may face, and suggesting surveys and actions to start solving them.

PREVIOUS KNOWLEDGE



RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES

1314 - Degree in International Business

Capacidad de análisis de la información primaria y secundaria sobre el mercado nacional y los mercados exteriores.

Capacidad de elaboración de informes presentando la información obtenida para la toma de decisiones de marketing.

Generar, alimentar y controlar el Sistema de Información de Marketing de la empresa.

Manejo de las técnicas informáticas necesarias para el análisis de los mercados.

DESCRIPTION OF CONTENTS

1. Introduction to marketing research

- 1.1. Marketing Information System
- 1.2. Marketing research: definition and scope
- 1.3. Marketing research designs
- 1.4. Applications of marketing research

2. Marketing research process

- 2.1. Problem definition and approach to the problem
- 2.2. Research design formulation
- 2.3. Fieldwork
- 2.4. Data preparation and analysis
- 2.5. Results presentation



3. Exploratory research

- 3.1. Secondary data
- 3.2. Focus groups interviews
- 3.3. In-depth interviews
- 3.4. Projective techniques

4. Descriptive research

- 4.1. Observation methods
- 4.2. Personal survey methods
- 4.3. Self-administered survey methods
- 4.4. Big data

5. Questionnaire design

- 5.1. Definition and objectives
- 5.2. Steps in questionnaire design
- 5.3. Questions: type, order and wording
- 5.4. Designing online questionnaires
- 5.5. Pretesting

6. Scales of measurement

- 6.1. Primary scales of measurement
- 6.2. Comparative scaling techniques
- 6.3. Non-comparative scaling techniques
- 6.4. Scale decisions and evaluation

7. Sampling and fieldwork

- 7.1. The sampling design process
- 7.2. Non-probability sampling techniques



- 7.3. Probability sampling techniques
- 7.4. Sample size determination
- 7.5. Data collection process

8. Data analysis

- 8.1. Production of a dataset
- 8.2. Data analysis strategy
- 8.3. Descriptive analysis
- 8.4. Measures of association
- 8.5. Comparing means

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	5,00
Individual or group project	20,00
Independent study and work	25,00
Preparation of lessons	40,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

The methodology used to teach and learn the theoretical concepts of this course combines the presentations given by the lecturer in the classroom with the reading and studying by the student of the recommended course book, readings and other resources. Therefore, the lecturer will present the main theoretical topics, illustrating them with up-to-date examples and developing some educational activities. At home, the student should use the course book to consolidate what has been explained in class. This task will also prepare the student to solve the surveys that will be dealt with in the practical classes.



The practical sessions will be devoted to the development of a survey that will show the real-life implementation of marketing research. Students have to participate actively and regularly in order to fully understand the application of theoretical marketing concepts. Both individually and in groups, students will have to do some of the activities programmed and hand in those reports that will be required.

Policy Statement: Students in this course are encouraged to responsibly use Artificial Intelligence (AI) tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards.

EVALUATION

The course evaluation consists of two parts. If both parts are passed, the scores will be added together to obtain the overall grade. These are a theoretical knowledge assessment and a practical assessment.

FIRST CALL:

Theory part:

This section accounts for 50% of the final grade for the course. This will be assessed through a final exam, which can be taken in person or online, and may be either oral or written. The exam will cover all programme topics and will be worth a maximum of 5 points. It will consist of objective questions, such as multiple choice, essays, case studies, association, or other questions. To pass the course, each student must obtain a minimum of 2.5 points in this section.

Practical part:

This section accounts for 50% of the final course grade and is worth up to 5 points. It will be assessed based on the sum of the grades obtained in the following activities:

- *Individual tasks* (not recoverable in the second call), based on reports presented by students individually (up to 2.0 points).
- *Team project* (recoverable in the second call), consisting of preparing, presenting, and defending a market research project on a company, brand, product, or service as a team (up to 3.0 points), divided as follows: 2 points for the report, 0.5 points for the presentation, and 0.5 points for the defence).

Submissions that are incomplete or late will not be graded. The same applies to students who did not attend the practical class on the day the task was explained. To pass the course, each student must obtain a minimum grade of 2.5 in this section.

Students who cannot attend practical classes for officially certified reasons of force majeure should contact the teaching team or course coordinator at the start of the course.

Marks in the academic records: Students who fail both the theory and practical parts will have the highest failed grade recorded. Those who pass one part and fail the other will have the grade for the failed part recorded.

SECOND CALL:

Students who do not pass a subject the first time are entitled to retake it. The conditions are as follows:



- The grade obtained for the part of the exam that was passed the first call (theoretical or practical) will be retained for the second call, but not for any subsequent courses.
- If the theoretical part is failed at the first call, students must take an exam following the same guidelines, with a maximum score of five points.
- If the practical part is failed at the first call, students may improve or retake the *team project*, following the same instructions, with a maximum score of three points. *Individual tasks* are not recoverable.

Marks in the academic records: The corresponding grade will be entered, following the same criteria as for the first call.

EXAM OVERLAPS

If the exam date for this course coincides with that of another, the Assessment and Grading Regulations of the University of Valencia (30 May 2017) will apply, specifically Articles 9.2 and 9.3. The official exam dates were published on the Faculty of Economics website and in the virtual classroom at the start of the academic year.

REFERENCES

- Hair, J.F.Jr., Ortinau, D.J., & Harrison, D.E. (2026). *Essentials of Marketing Research*. Release ISE. 8th Edition. McGraw Hill.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2020). *Marketing research*. Pearson UK.
- McDaniel Jr, C. (2025). *Marketing research*. John Wiley & Sons.
- Additional reading and working material, both for the theoretical and practical course contents will be provided by the lecturer.